Saskatchewan

Saskatchewan
Executive
Council

Communications
Counselling
Unit

Rm 3 Legislative Building
Regina, Canada
S4S 0B3

Government of Saskatchewan

Public Opinion Polling

from October 1, 2006 to December 30, 2006

Government of Saskatchewan

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Department/Crown commissioning the work:

Executive Council

Date: June/July 2006

Supplier: Points West Consulting Inc.
Regina

Cost: $32,110.30

I. Methodology

Points West Consulting Inc. and Norsask Consumer Interviewing Services were commissioned by Saskatchewan Executive Council to conduct a province-wide public opinion survey on a wide range of public policy issues and attitudes. The telephone survey was conducted between June 28 and July 20, 2006.

1200 Saskatchewan residents responded in full to the questionnaire. A survey sample of 1200 respondents within the Saskatchewan population produces survey results with a Margin of Error of +/-2.8% to a 95% Confidence Level.

The survey data was weighted to ensure complete proportional population representation within the data for gender, geographic regions and aboriginal ancestry.

The five geographic regions referred to within this survey report are: City of Regina, City of Saskatoon, South, Central and North. These regions were differentiated on the basis of their Canada Post Forward Sortation Area (FSA), the first three digits (alpha-numeric-alpha) of the Canada Post postal code for the respondent's principal residence. A Canada Post Map of Saskatchewan's Forward Sortation Areas is attached as an Appendix to this report, as well as a list of the FSAs by each of the five geographic regions.

The survey results were reviewed and analyzed against a series of demographic and geographic variables, which included:

- Age
- Education Level
- Employment Status
- Gender
- Geographic Region (City of Regina, City of Saskatoon, South, Central and North)
- High-Speed Internet Access
- Home Ownership
- Household Income

Where the results of demographic sub-groups differed to a statistically significant extent from the Total Sample, they are displayed throughout this report.

II. Executive Summary

- Loss of Population exceeds Health Care and Jobs/Employment as the **Most Important Issue** facing Saskatchewan. First Nations respondents were the *least likely* to list Population Loss as an issue of concern; households with $80,000-$100,000 income were the *most likely*

- Half of all respondents (50.3%) give Saskatchewan's **Quality of Life** a High Rating (8-10 on ten-point scale). Métis respondents were the *least likely* to rate Saskatchewan's Quality of Life Highly; Retired respondents were the *most likely*

- 16.3% of all respondents give the **State of Economy** a High Rating (8-10 on ten-point scale). Métis respondents were the *least likely* to rate the State of the Economy in Saskatchewan Highly; Retired and Senior respondents were the *most likely*

- 3.7% of respondents say **Agriculture** contributes less than 10% of Saskatchewan's total goods and services *(2005 Actual = 6.6%)*. 49.9% of respondents believe Agriculture contributes more than 40% of Saskatchewan's total goods and services

- 40.9% of respondents say they are **Better Off** financially today, compared to one year ago. Seniors are the *least likely* respondents to say they are Better Off financially; respondents from the 18-24 Age Group were the *most likely* to say they are Better Off financially today, compared to a year ago

- 25.4% of respondents give the **Quality of Health Care** in Saskatchewan a High Rating (8-10 on ten-point scale). Respondents Employed Part-Time were the *least likely* to rate the Quality of Health Care highly; respondents from the 18-24 Age Group were the *most likely*

- 24.3% of respondents express High Confidence (8-10 rating on ten-point scale) in the current health care system's **Sustainability**. Farmer/Rancher respondents were the *least likely* to express high confidence in the health care system's sustainability; respondents from the 18-24 Age Group were the *most likely*

- 25.3% of respondents rate the **Quality of Life for Aboriginal People** in Saskatchewan Highly (8-10 on ten-point scale). First Nations respondents were the *least likely* to rate the Quality of Life for Aboriginal People highly; respondents with less than High School Education were the *most likely*

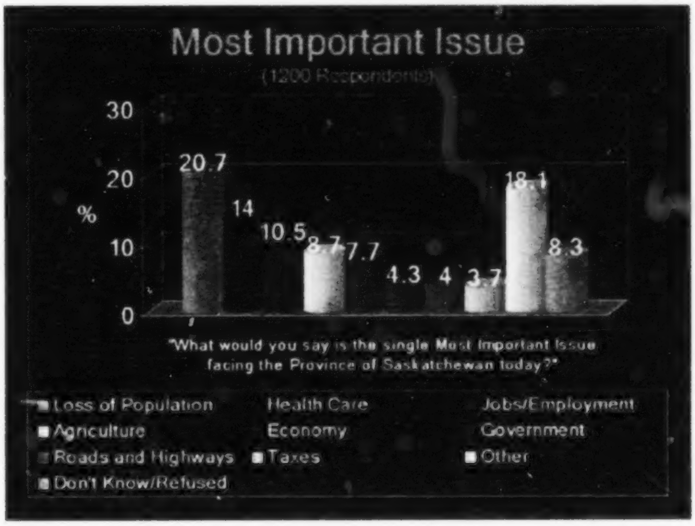
- When asked to rate the **Importance** of twenty Government Tasks, survey respondents had the following Top Seven (Mean Rating on 10-point Scale):

○ Recruit/Retain Doctors, Nurses and other Health Care Providers	9.12
○ Shorten Wait Times for Health Care Services	8.93
○ Build and Repair Saskatchewan Highways	8.78
○ Create a Good Business Climate	8.67
○ Help to Reduce Violence against Women	8.62
○ Make Post-Secondary Education and Training More Affordable	8.59
○ Help to create Job Opportunities for Young People	8.58

III. Most Important Issue

The survey began by asking respondents to list what they perceive as the single **Most Important Issue** facing the Province of Saskatchewan today. This question was asked in an unaided fashion, with no options suggested. In other words, respondents were required to provide their own top-of-mind response. Chart 1 shows the number one response was *Loss of Population* (20.7%), followed by *Health Care* (14%) and *Jobs/Employment* (10.5%)

Chart 1



Throughout this report, demographic sub-groups, which varied significantly from the Total Sample response, will be displayed in **Demographic Variance** Charts. On these charts, the Total Sample response will always be displayed in an orange-colored column. To the left of the Total Sample response will be any demographic sub-groups, which were significantly *less likely* than the Total Sample to agree with that point of view. To the right of the Total Sample response will be any demographic sub-groups, which were *more likely* than the Total Sample to agree with that point view.

The first of these **Demographic Variance** Charts appears on the following page. Chart 2 shows First Nations survey respondents were the *least likely* of all to list **Loss of Population** as their number one issue of concern. At the other end of the scale, respondents with Household Incomes of $80,000 to $100,000 a year were the *most likely* of all to identify this issue.

Chart 2

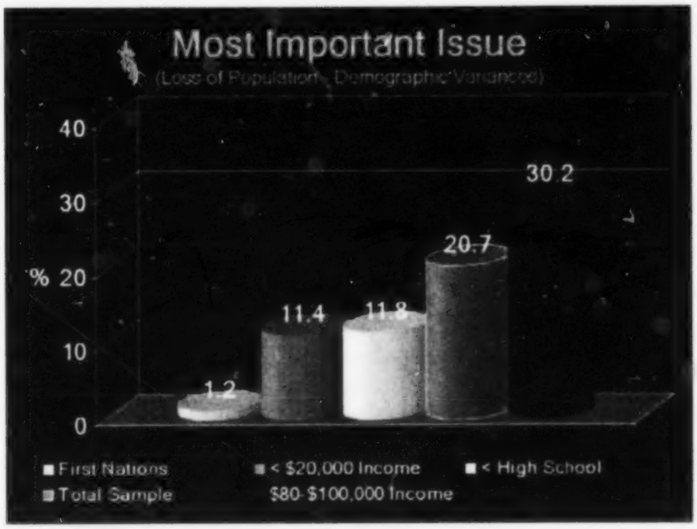


Chart 3 shows respondents in the 18-24 Age Group were the *least likely* of all to list Health Care as their most important issue. At the other end of the scale, respondents Employed Part-Time were the *most likely* to list this issue as the most important to them.

Chart 3

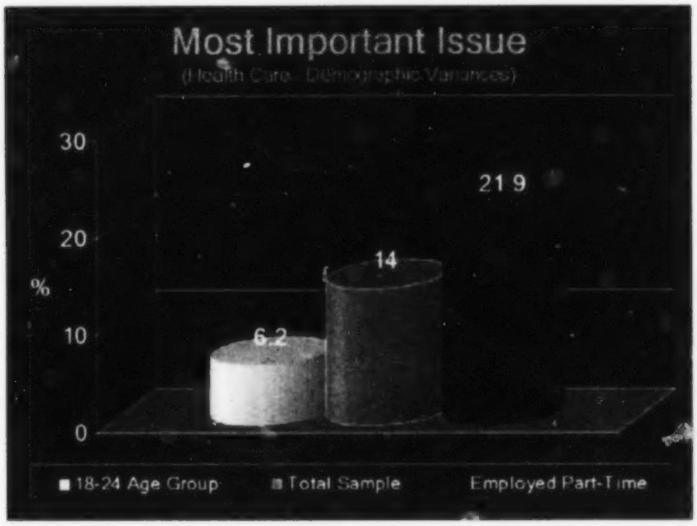
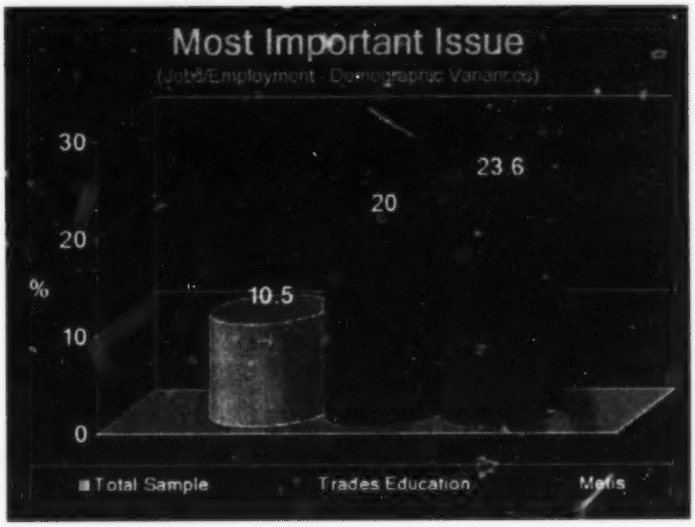


Chart 4 shows no demographic sub-groups significantly *less likely* than the Total Sample to have listed **Jobs and Employment** as the most important issue. At the other end of the scale, two demographic sub-groups were significantly *more likely* than the Total Sample to identify this issue as their number one concern -- respondents with Trades Education (Trades Certificate or Diploma) and Métis respondents.

Chart 4



IV. Quality of Life

The next series of survey questions asked respondents about how they perceive the Quality of Life in Saskatchewan. Chart 5 shows 50.3% of survey respondents give a High Rating to the Quality of Life in Saskatchewan (rating of 8 to 10 on ten-point scale).

Chart 5

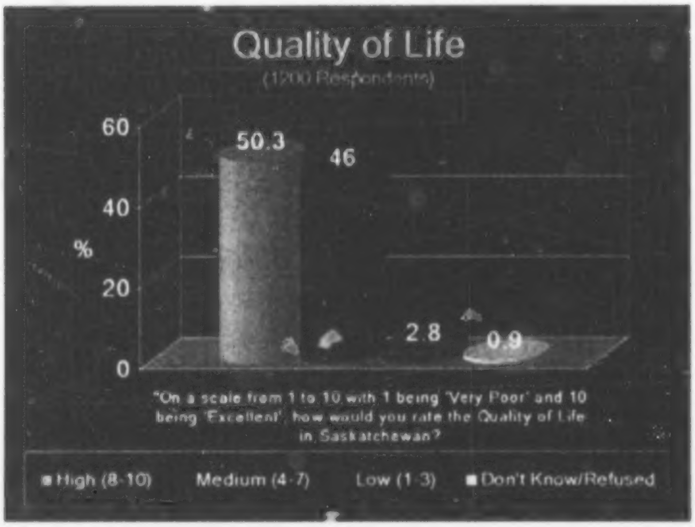
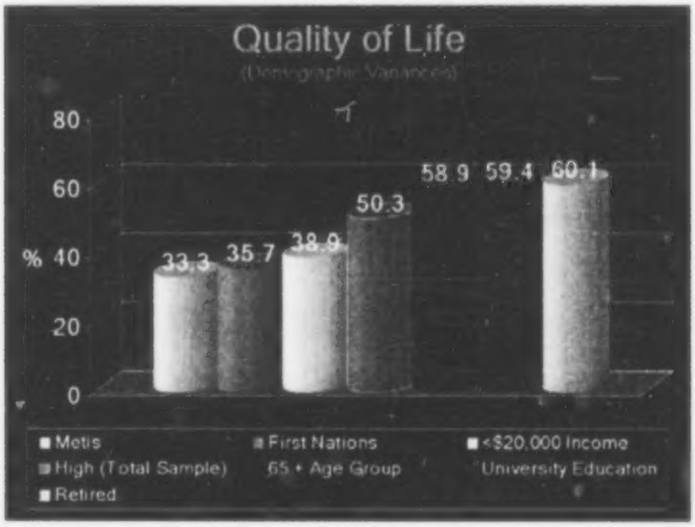


Chart 6 shows that Métis respondents were the *least likely* of all to give Saskatchewan's Quality of Life a High Rating. At the other end of the scale, Retired survey respondents were the *most likely* to rate the provincial Quality of Life highly.

Chart 6



Survey respondents next were asked if they believe the Quality of Life in Saskatchewan has Improved, Worsened or Stayed the Same over the past year. Chart 7 shows a majority of the survey respondents (62.7%) believe the Quality of Life in Saskatchewan has been unchanged over the past year.

Chart 7

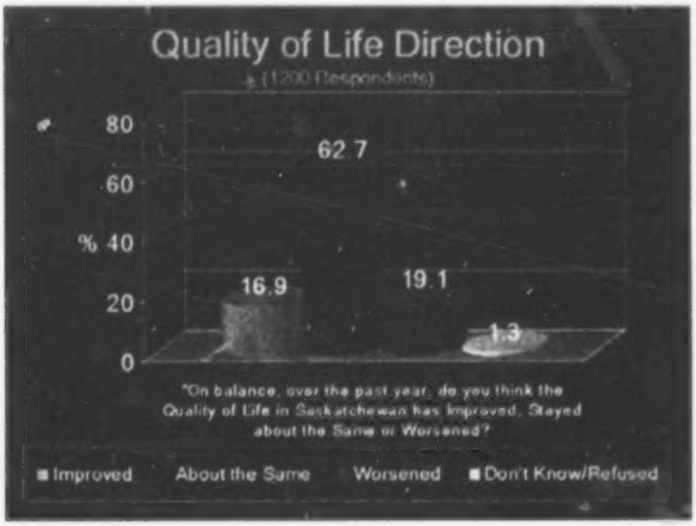
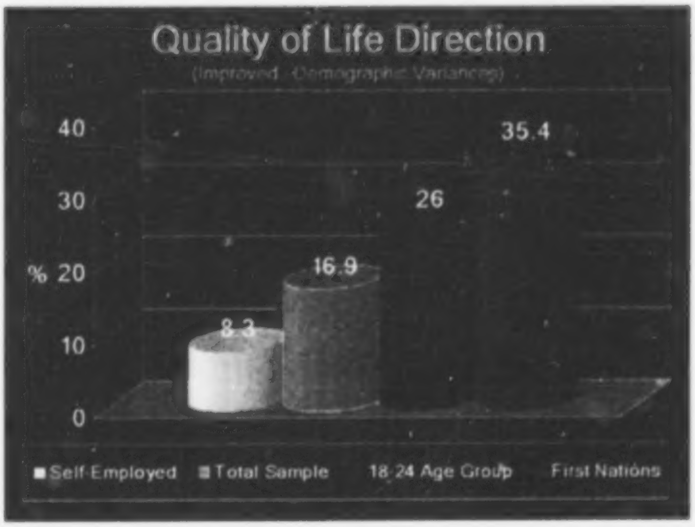


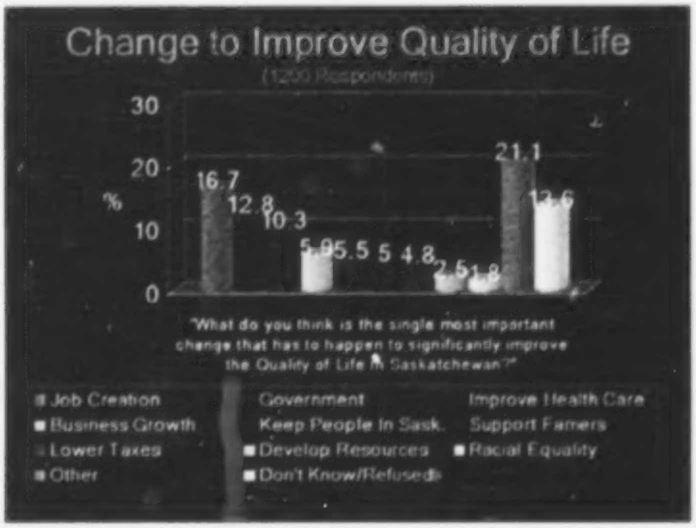
Chart 8 shows Self-Employed survey respondents were the *least likely* of all to agree that the Quality of Life in Saskatchewan has Improved over the past year. At the other end of the scale, First Nations respondents were the *most likely* to agree with this point of view.

Chart 8



Survey respondents were then asked to identify the most important change that needs to happen to significantly improve the Quality of Life in Saskatchewan. Chart 9 shows the number one response (16.7%) was more *Job Creation* and job opportunities for Saskatchewan people.

Chart 9



V. State of Economy

Chart 10 shows 16.3% of all survey respondents give a High Rating to the current State of the Economy in Saskatchewan (rating of 8 to 10 on ten-point scale).

Chart 10

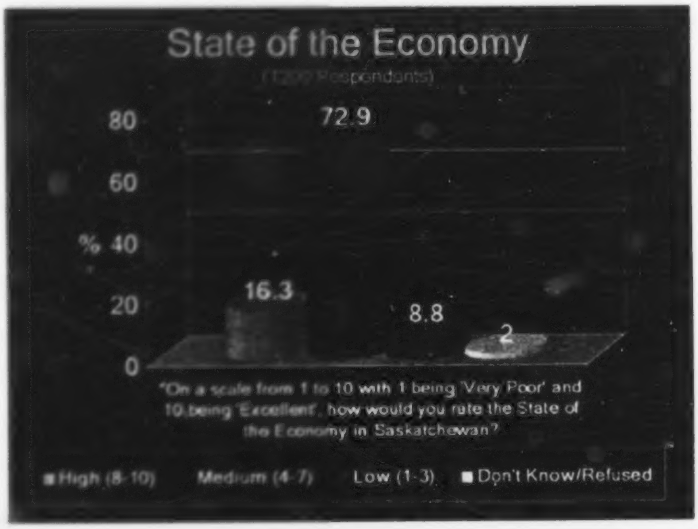
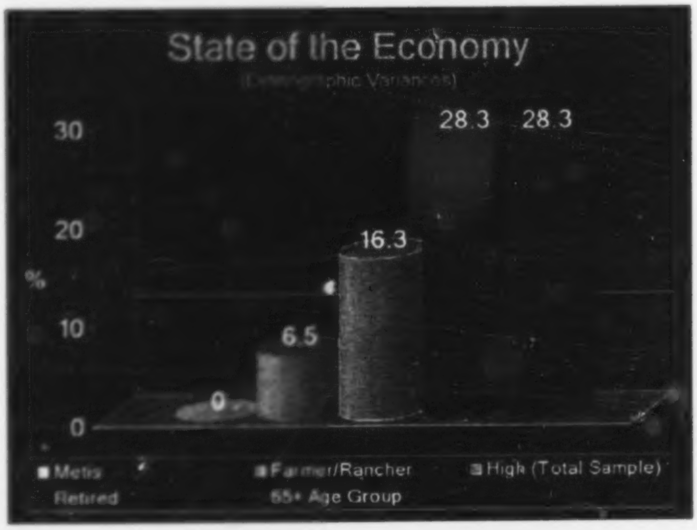


Chart 11 shows Métis survey respondents were the *least likely* of all to give the State of the Economy in Saskatchewan a High Rating. At the other end of the scale, Retired respondents and those 65 Years of Age and over were the *most likely* to give the state of the economy a High Rating.

Chart 11



Survey respondents next were asked if they believe the State of the Economy in Saskatchewan has **Improved**, **Worsened** or **Stayed the Same** over the past year. Chart 12 shows the largest group of survey respondents (43.8%) believe the State of the Economy in Saskatchewan has been unchanged over the past year.

Chart 12

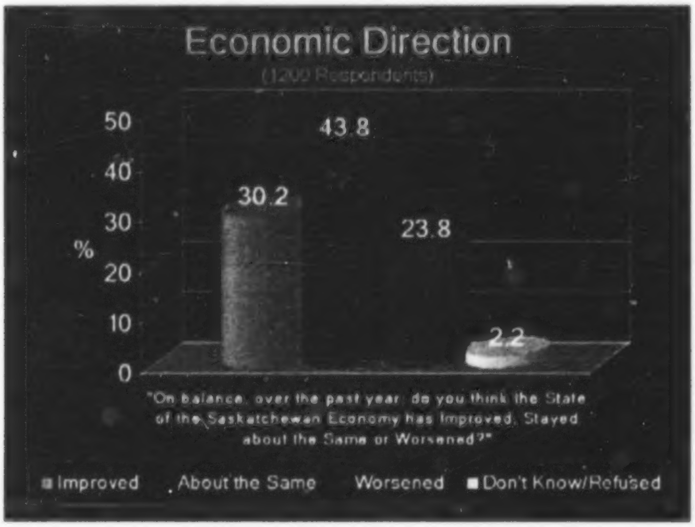
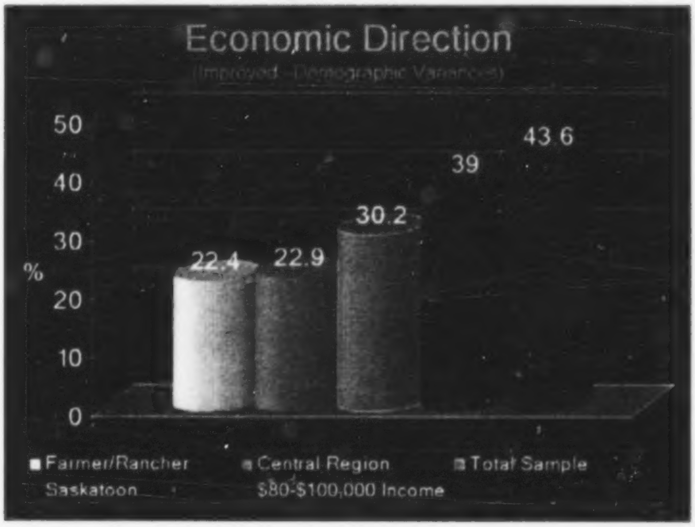


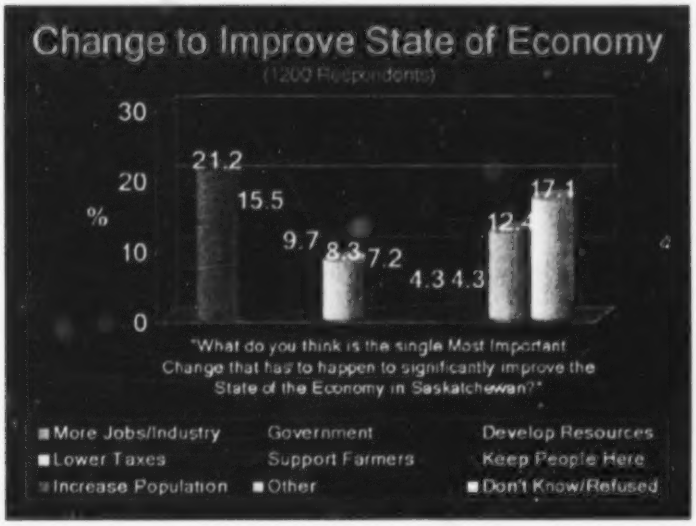
Chart 13 shows Farm and Ranch survey respondents were the *least likely* of all to agree that the State of the Economy in Saskatchewan has **Improved** over the past year. At the other end of the scale, respondents with Household Incomes of $80,000 to $100,000 a year were the *most likely* to agree that the State of the Economy has Improved.

Chart 13



Survey respondents were then asked to identify the most important change that needs to happen to significantly improve the State of the Economy in Saskatchewan. Chart 14 shows the number one response (21.2%) was more *Jobs and Industry* for Saskatchewan.

Chart 14



VI. Job Opportunities for Young People

Chart 15 shows 11.9% of all survey respondents give a High Rating to the opportunities that young people have to **Get a Good Job** in Saskatchewan today (rating of 8-10 on ten-point scale).

Chart 15

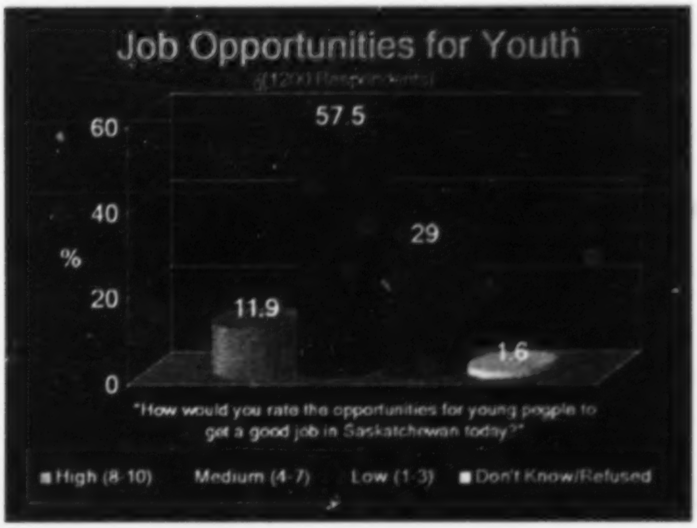
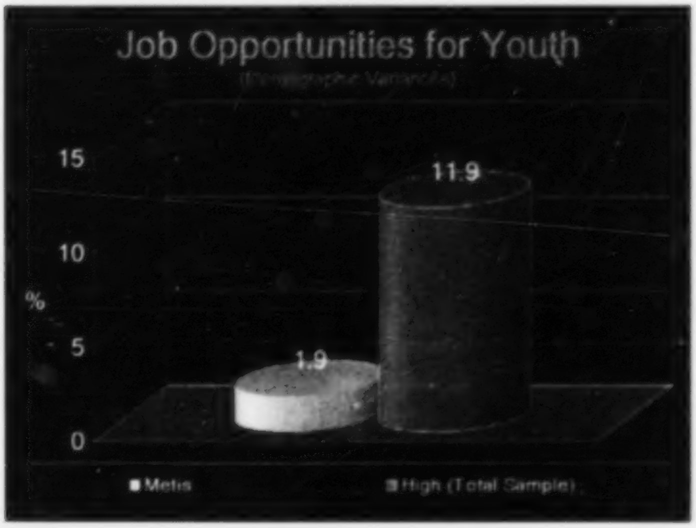


Chart 16 shows Métis survey respondents were the only demographic sub-group to differ significantly from the Total Sample with respect to this question. Métis respondents were *less likely* than the Total Sample to give job opportunities for young people in Saskatchewan a High Rating.

Chart 16



Survey respondents next were asked if they believe Job Opportunities for Young People in Saskatchewan have **Improved**, **Worsened** or **Stayed the Same** over the past year. Chart 17 shows the largest group of survey respondents (47.1%) believe Job Opportunities for Young People have been unchanged over the past year.

Chart 17

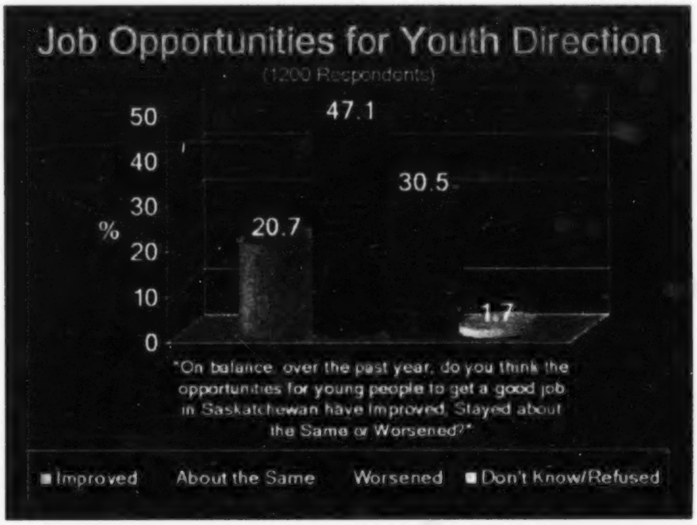
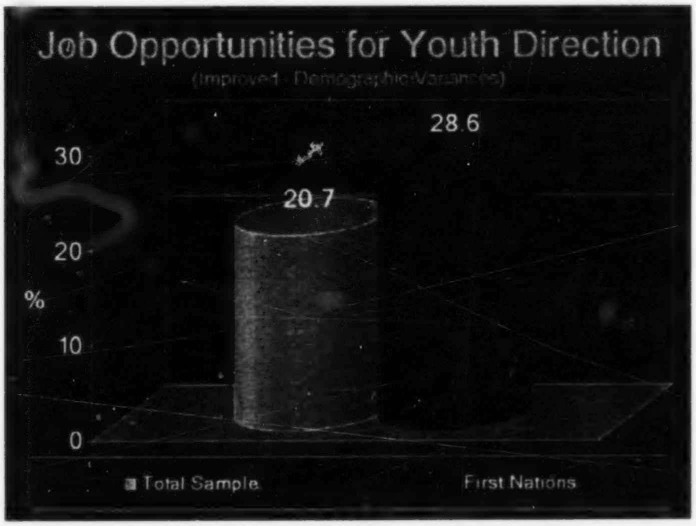


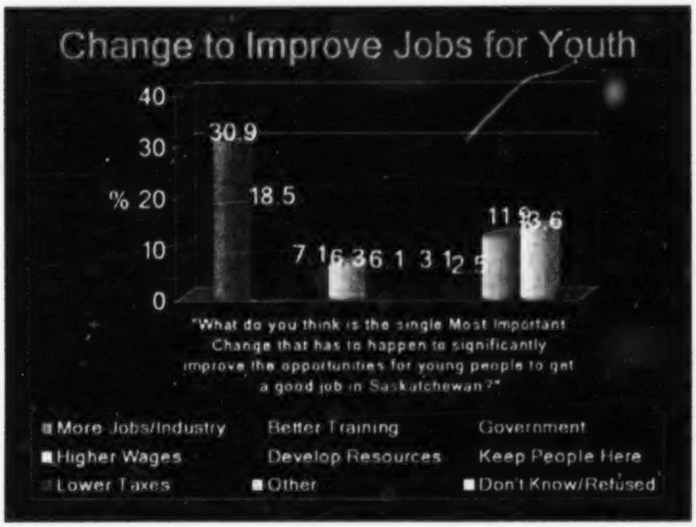
Chart 18 shows only one demographic sub-group - First Nations survey respondents - differed from the Total Sample to any significant extent on this question. First Nations respondents were *more likely* than the Total Sample to say that **Job Opportunities for Young People** have Improved over the past year.

Chart 18



Survey respondents were then asked to identify the most important change that needs to happen to significantly improve Job Opportunities for Young People in Saskatchewan. Chart 19 shows the number one response (30.9%) was more *Jobs and Industry* for Saskatchewan, while 18.5% named *Better Education and Job Training* as the most important change required.

Chart 19

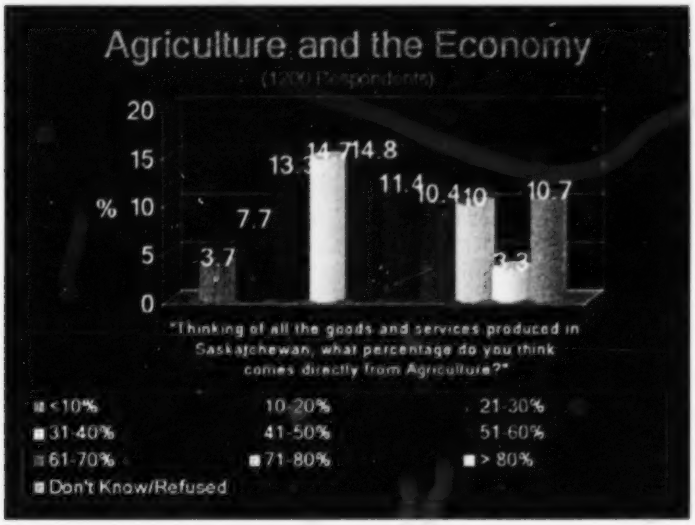


VII. Public Perception of the Importance of Economic Sectors

The next series of questions was designed to compare the general public's current perception of the relative size and importance of various economic sectors, with the actual size and importance of those economic sectors to the Saskatchewan economy.[1]

Chart 20 shows 3.7% of all survey respondents believe Agriculture contributes less than 10% of all the goods and services produced in Saskatchewan. In fact, nearly half of all survey respondents (49.9%) believe that Agriculture contributes more than 40% of Saskatchewan's GDP. The 2005 Statistics Canada data shows Agriculture contributed 6.6% of Saskatchewan's Gross Domestic Product last year.

Chart 20



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[1] All GDP information for these comparisons was sourced by Sask Trends Monitor from Statistics Canada CANSIM Table 379-0025

Chart 21 shows 6% of respondents believe **Mining** contributes less than 10% of all the goods and services produced in Saskatchewan. More than half (56.7%), believe Mining contributes between 10 and 30 per cent of Saskatchewan's GDP. The 2005 Statistics Canada data shows **Mining** contributed 3.6% of Saskatchewan's GDP last year.

Chart 21

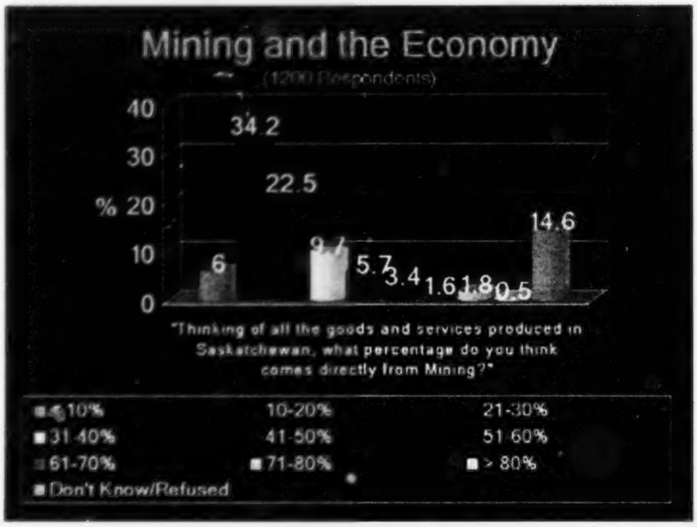


Chart 22 shows 11.7% of respondents believe **Oil and Gas** contributes less than 10% of all the goods and services produced in Saskatchewan. More than half (51.2%), believe that Oil and Gas contributes between 10 and 30 per cent of Saskatchewan's GDP. The 2005 Statistics Canada data shows **Oil and Gas** contributed 8.4% of Saskatchewan's Gross Domestic Product last year.

Chart 22

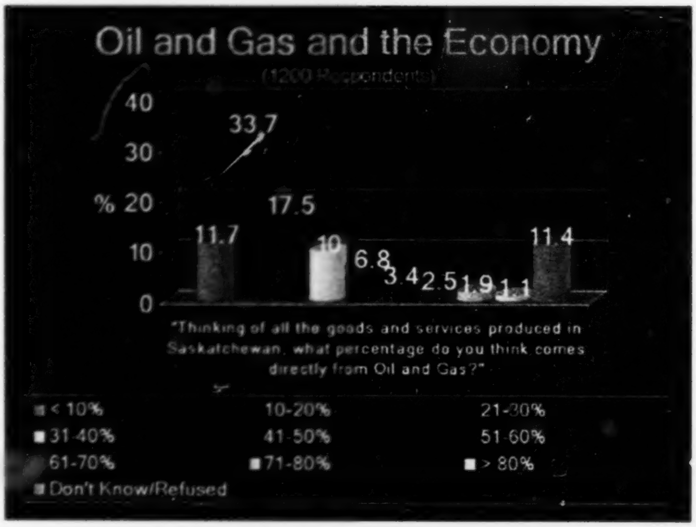


Chart 23 shows 24.7% of respondents believe **Manufacturing and Processing** contributes less than 10% of all the goods and services produced in Saskatchewan. Nearly half (47.6%), believe Manufacturing and Processing contributes between 10 and 30 per cent of Saskatchewan's GDP. The 2005 Statistics Canada data shows **Manufacturing and Processing** contributed 7.4% of Saskatchewan's GDP last year.

Chart 23

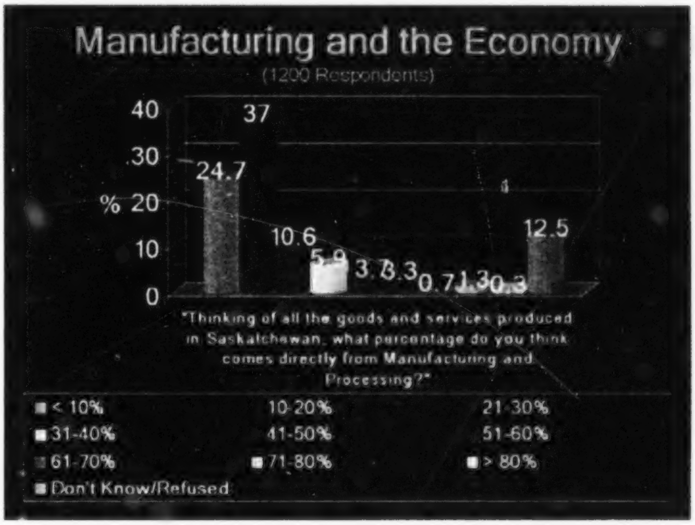


Chart 24 shows 23.6% of respondents believe **Public Administration** contributes less than 10% of the goods and services produced in Saskatchewan. More than one-third (35.3%), believe Public Administration contributes 10 to 30 per cent of Saskatchewan's GDP. In 2005, **Public Administration** contributed 5.6% of Saskatchewan's GDP.

Chart 24

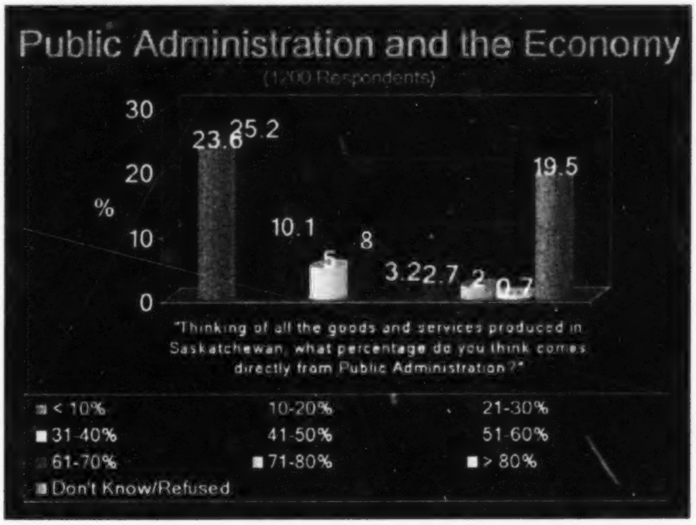
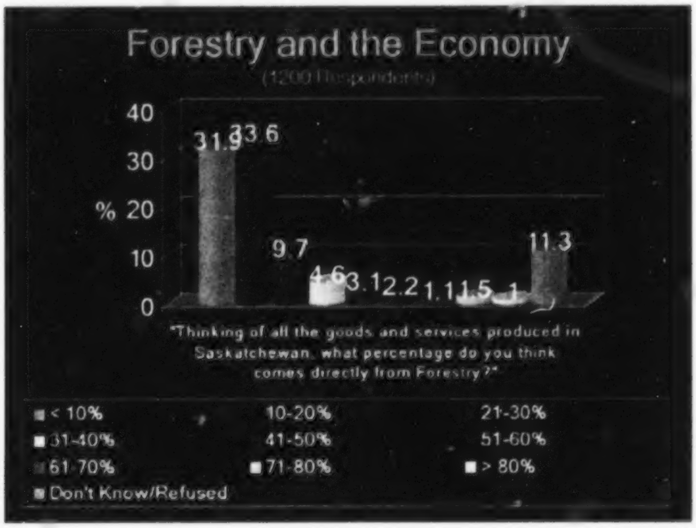


Chart 25 shows 31.9% of all survey respondents believe **Forestry** contributes less than 10% of all the goods and services produced in Saskatchewan. Nearly half (43.3%), believe Forestry contributes between 10 and 30 per cent of Saskatchewan's GDP. In 2005, the Statistics Canada data shows that Forestry contributed .4% of Saskatchewan's Gross Domestic Product.

Chart 25



VIII. Personal Financial Situation

Chart 26 shows 40.9% of all survey respondents believe they are Better Off financially today, compared to a year ago.

Chart 26

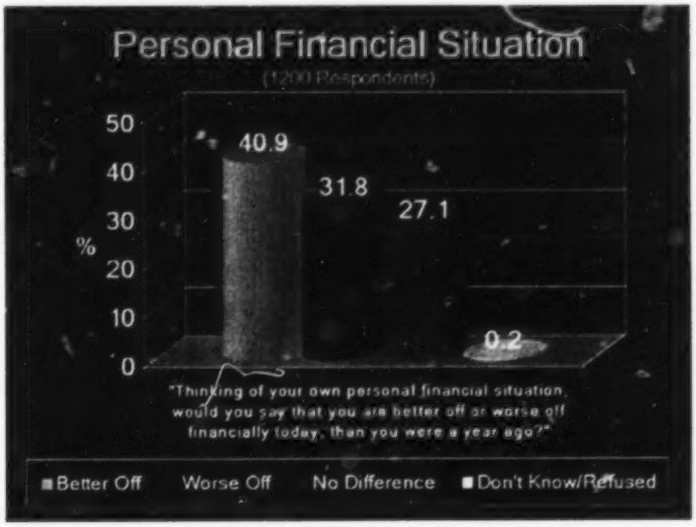


Chart 27 shows six demographic sub-groups significantly *less likely* than the Total Sample to say that they are Better Off financially today, compared to a year ago. Survey respondents 65 Years of Age and Older were the *least likely* of all respondents to say that their personal financial situation has improved over the past year.

Chart 27

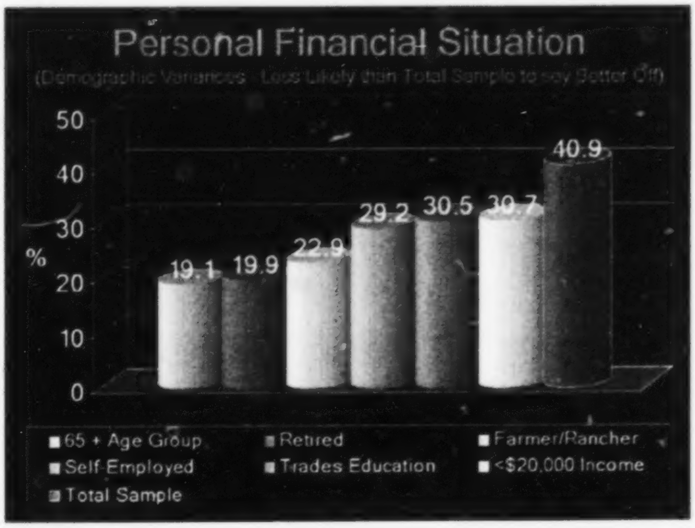


Chart 28 shows seven demographic sub-groups significantly *more likely* than the Total Sample to say that they are **Better Off** financially today, compared to a year ago. Survey respondents in the 18 to 24 Age Group were the *most likely* of all respondents to say that their personal financial situation has improved over the past year.

Chart 28

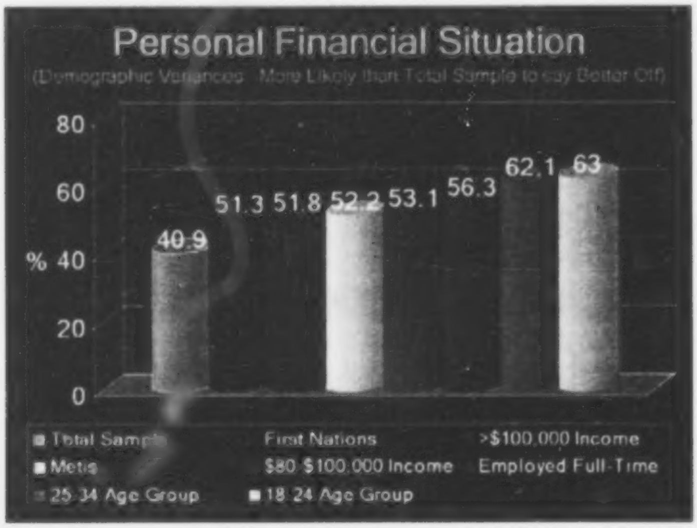


Chart 29 shows 50.8% of all survey respondents believe they will be **Better Off** financially a year from now.

Chart 29

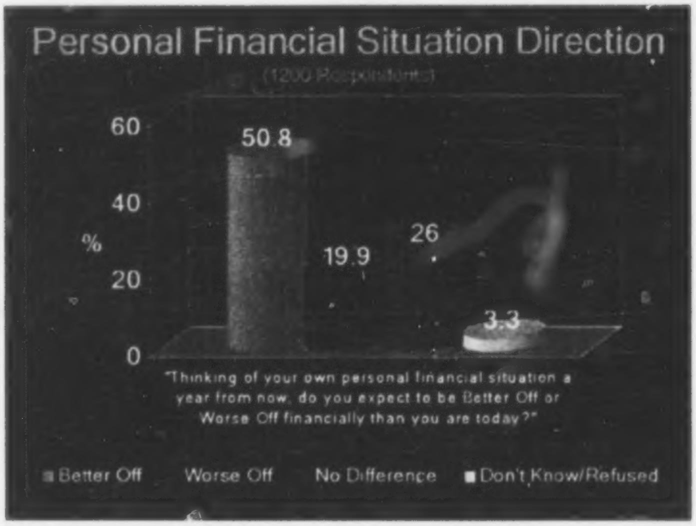


Chart 30 shows four demographic sub-groups significantly *less likely* than the Total Sample to say that they expect to be Better Off financially a year from now. Respondents 65 Years of Age and Older were the *least likely* of all to say that they expect their personal financial situation to improve over the coming year.

Chart 30

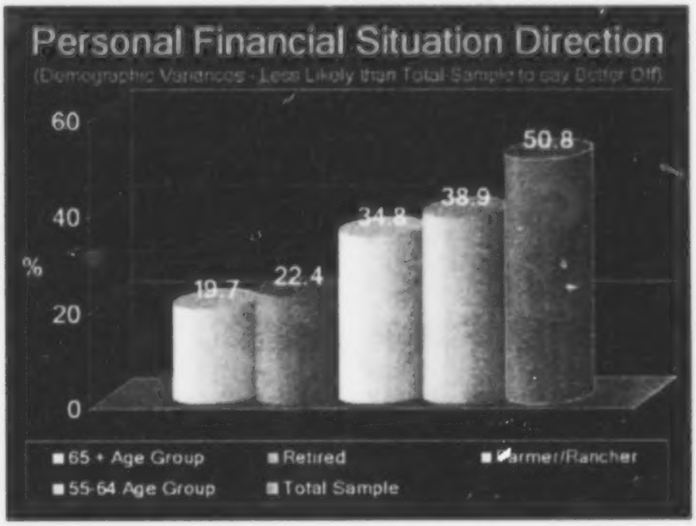
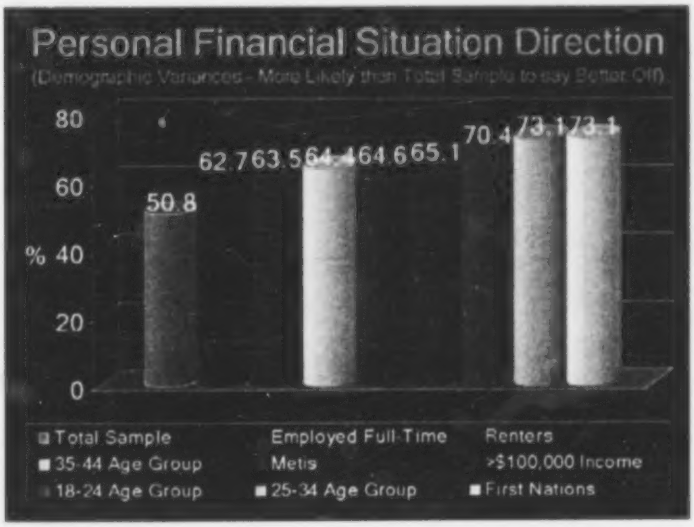


Chart 31 shows eight demographic sub-groups significantly *more likely* than the Total Sample to say that they expect to be Better Off financially a year from now. First Nations respondents and those from the 25 to 34 Age Group were the *most likely* of all to expect to see their personal financial situation improve over the coming year.

Chart 31



IX. Perception of Job Security

Chart 32 shows 24.1% of all respondents were Very Confident that if they lost their current job, they would be able to find a **New Job** as good as or better than their current one, without leaving Saskatchewan.

Chart 32

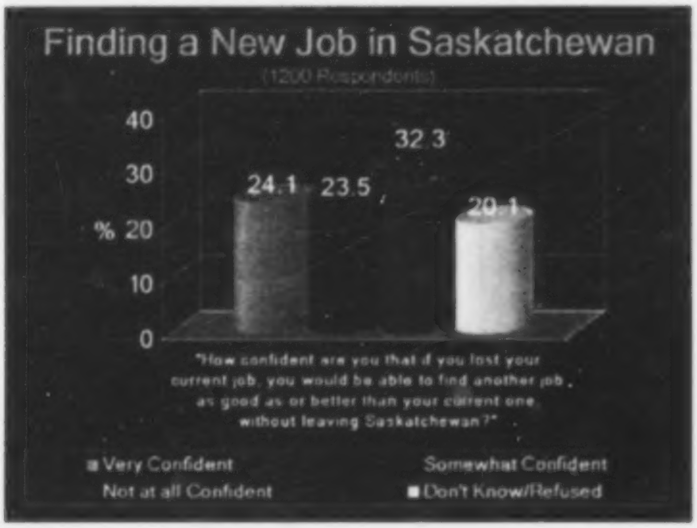


Chart 33 shows Retired respondents were the *least likely* to say they were Very Confident they could find a new job as good as or better than their current one, without leaving the province. At the other end of the scale, respondents from the 18 to 24 Age Group were the *most likely* of all to express high confidence in this proposition.

Chart 33

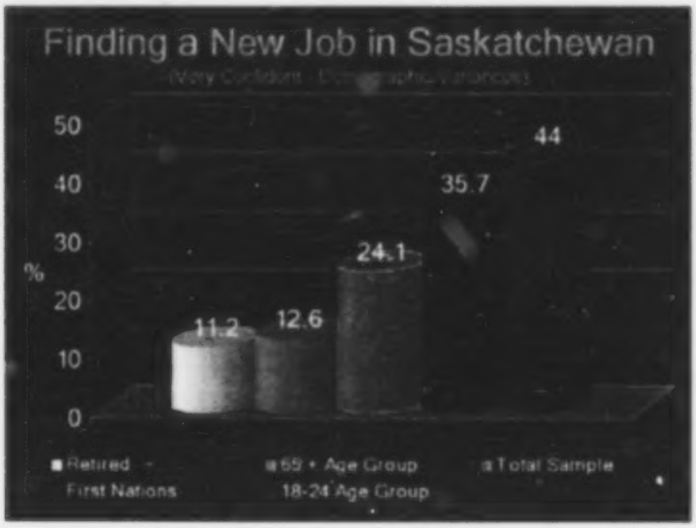


Chart 34 shows 53.1% of all survey respondents were Very Confident that if they lost their current job, they would be able to find a **New Job** as good as or better than their current one, by leaving Saskatchewan.

Chart 34

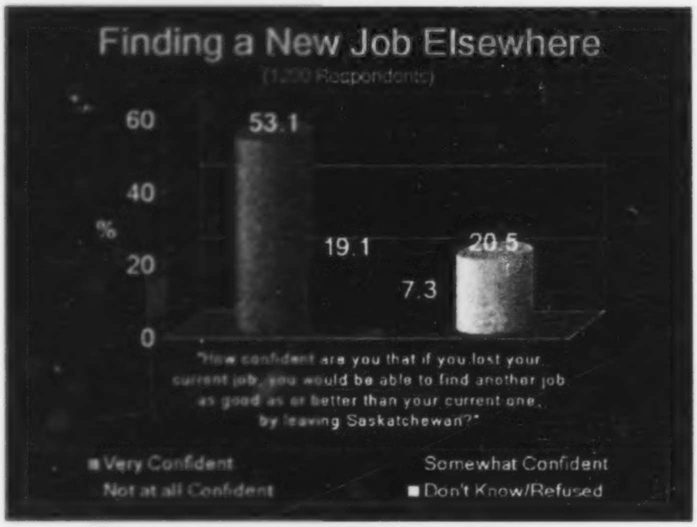


Chart 35 shows five demographic sub-groups significantly *less likely* than the Total Sample to express high confidence in the proposition that they would be able to find a **New Job** by leaving the province. Retired respondents were the *least likely* of all to say they were Very Confident of finding a better replacement job.

Chart 35

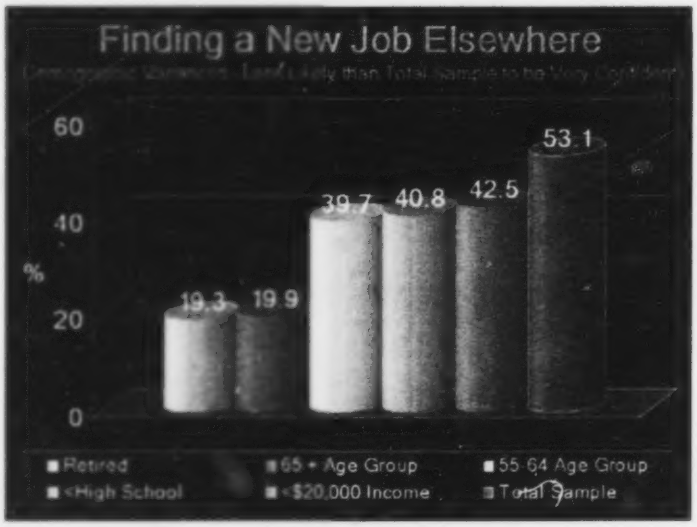
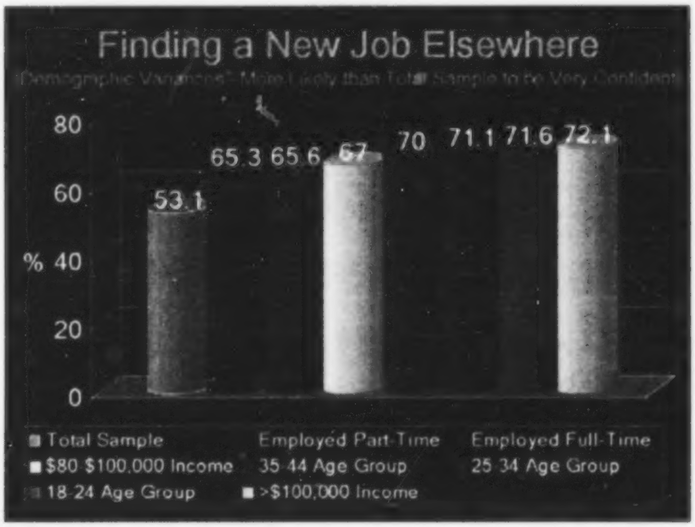


Chart 36 shows seven demographic sub-groups significantly *more likely* than the Total Sample to say they are Very Confident they could find a **New Job** as good as or better than their current one, by leaving the province. Respondents with a Household Income of more than $100,000 a year were the *most likely* of all to express high confidence in this point of view.

Chart 36



X. Perception of Personal Safety and Security

Chart 37 shows 81.3% of all survey respondents express High Agreement (8 to 10 rating on ten-point scale) with the statement that they feel safe in their own home.

Chart 37

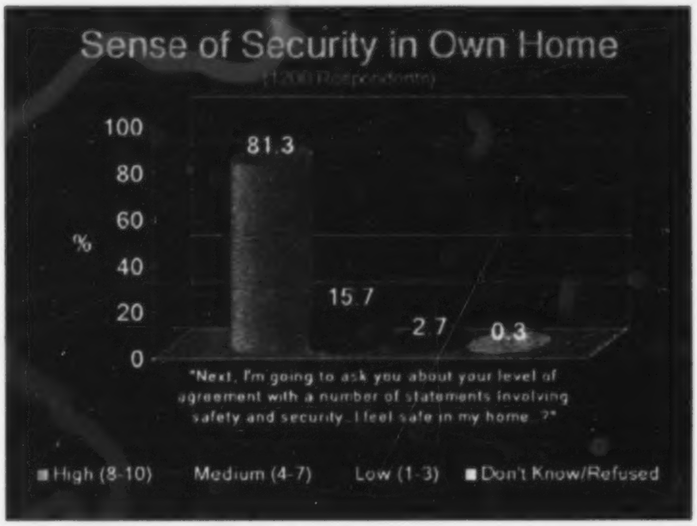


Chart 38 shows First Nations respondents were the *least likely* of all to express High Agreement with the statement that they feel safe in their own home. At the other end of the scale, residents of the Central Region were the *most likely* of all to express High Agreement with this statement.

Chart 38

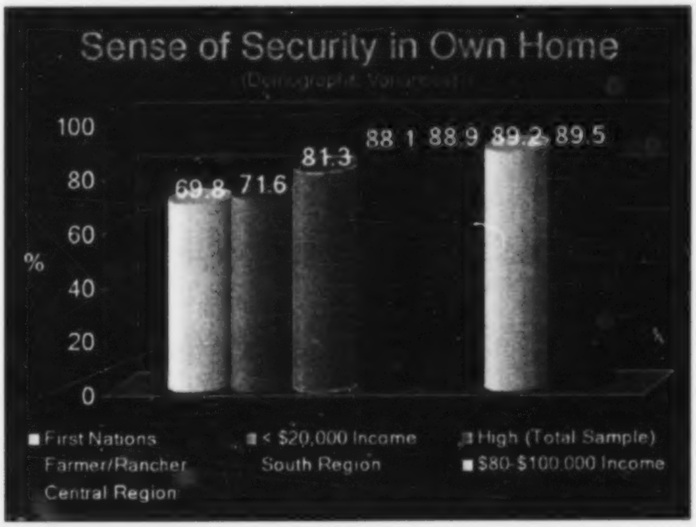


Chart 39 shows 68.5% of all survey respondents express High Agreement (8 to 10 rating on ten-point scale) with the statement that they feel safe when they leave their home.

Chart 39

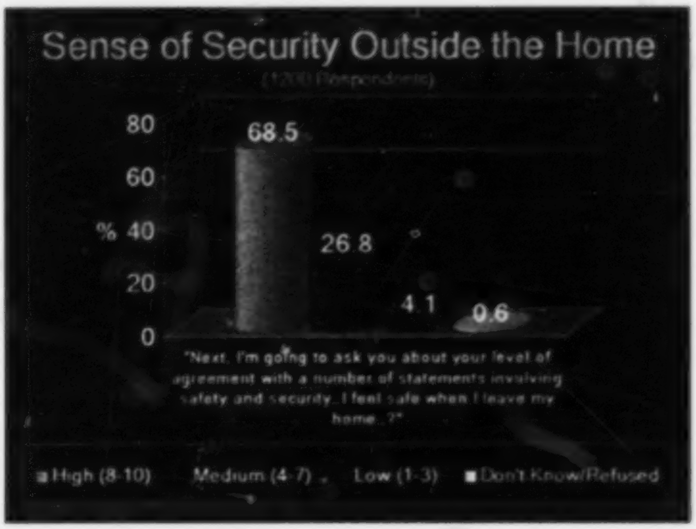


Chart 40 shows six demographic sub-groups significantly *less likely* than the Total Sample to express High Agreement with the statement that they feel safe when they leave their home. First Nations respondents were the *least likely* of all to agree strongly with this statement.

Chart 40

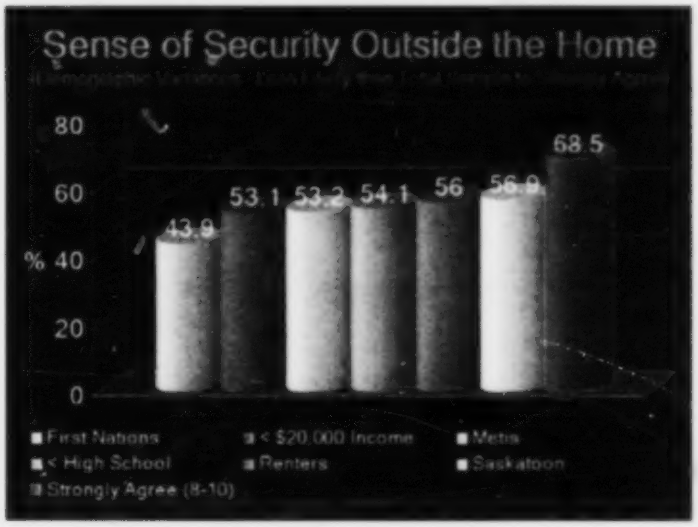


Chart 41 shows four demographic sub-groups significantly *more likely* than the Total Sample to express High Agreement with the statement that they feel safe when they leave their home. Survey respondents from the Central Region were the *most likely* of all to agree strongly with this point of view.

Chart 41

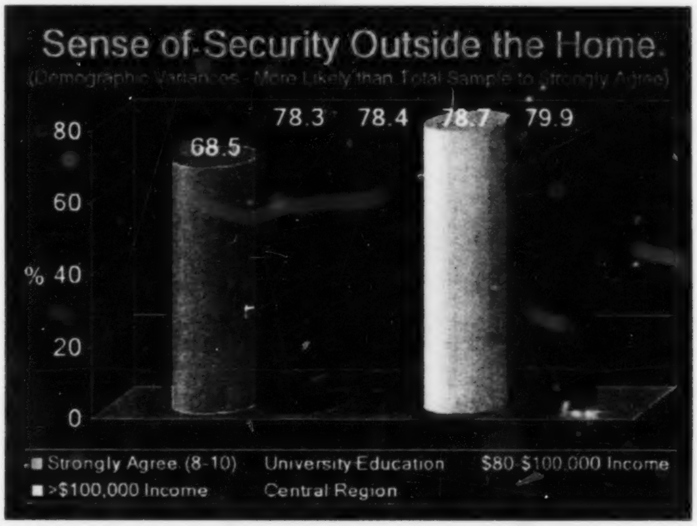


Chart 42 shows 67.1% of all survey respondents express High Agreement (8 to 10 rating on ten-point scale) with the statement Saskatchewan is a safe and secure place to raise children.

Chart 42

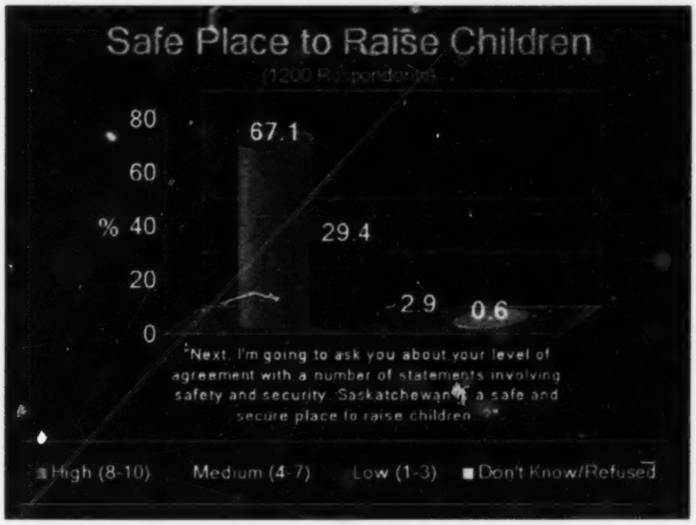


Chart 43 shows three demographic sub-groups differed significantly from the Total Sample on this question, and all three were *less likely* than the Total Sample to strongly agree with the statement that Saskatchewan is a safe and secure place to raise children. Survey respondents from the City of Saskatoon were the *least likely* of all to agree strongly with this statement.

Chart 43

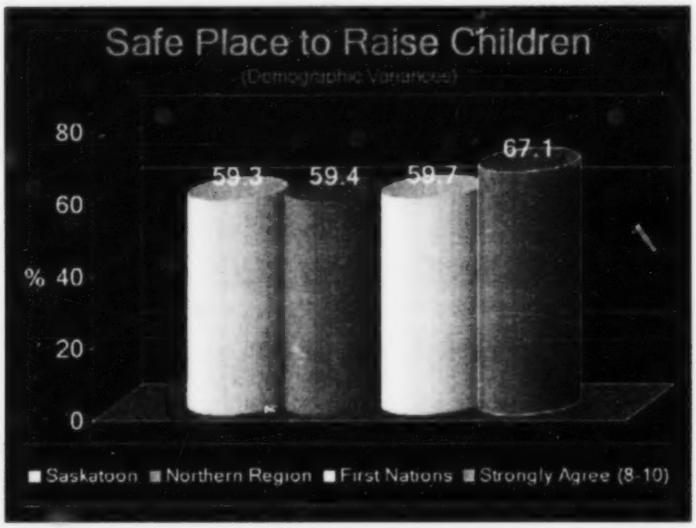


Chart 44 shows 51% of all survey respondents expressed High Agreement (8 to 10 rating on ten-point scale) with the statement **People like you are seldom affected personally by crime**.

Chart 44

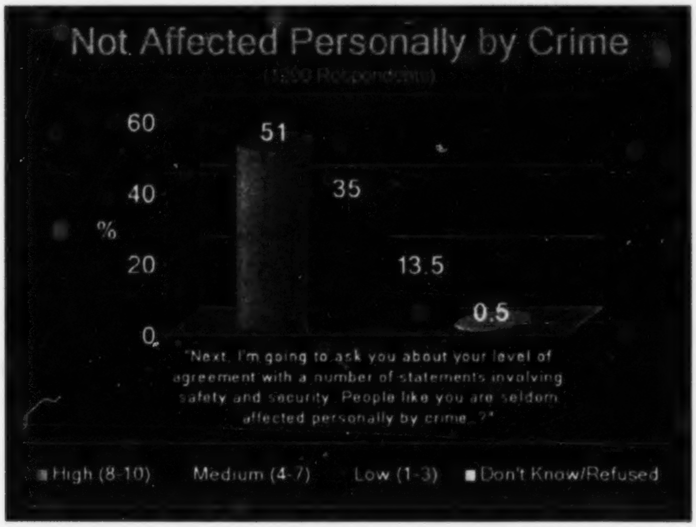


Chart 45 shows five demographic sub-groups significantly *less likely* than the Total Sample to express High Agreement with the statement **People like you are seldom affected personally by crime**. Survey respondents from the City of Saskatoon were the *least likely* of all to agree strongly with this statement.

Chart 45

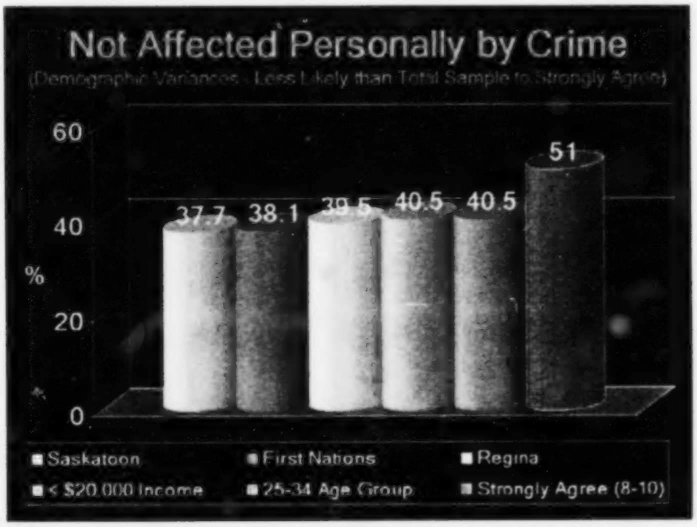


Chart 46 shows four demographic sub-groups significantly *more likely* than the Total Sample to express High Agreement with the statement **People like you are seldom affected personally by crime**. Survey respondents from Saskatchewan Farms and/or Ranches were the *most likely* of all to agree strongly with this statement.

Chart 46

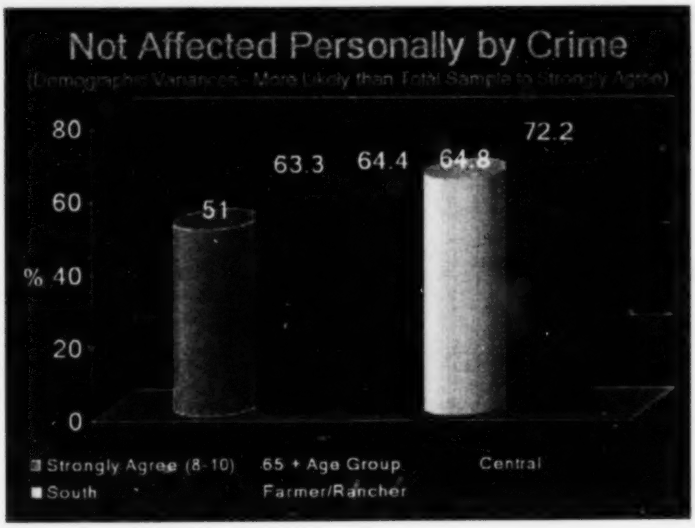


Chart 47 shows 15.1% of all survey respondents expressed High Agreement (8 to 10 rating on ten-point scale) with the statement The level of crime in Saskatchewan has been falling in recent years.

Chart 47

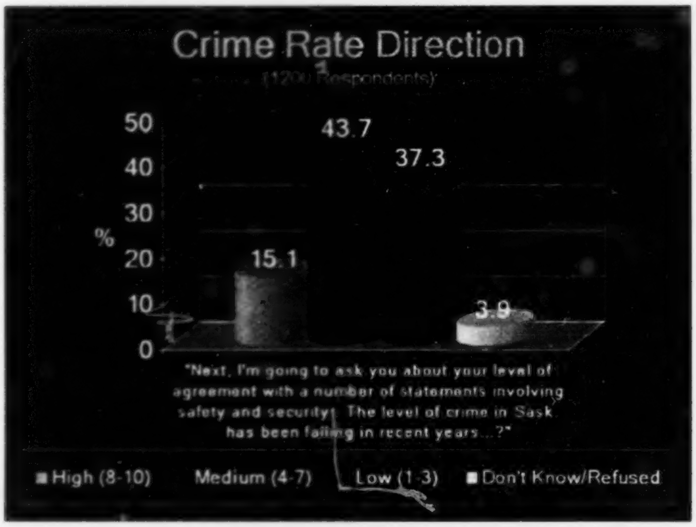
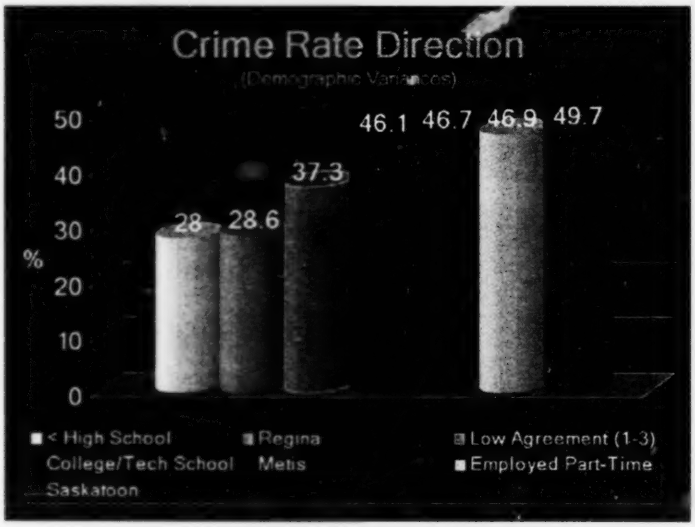


Chart 48 shows survey respondents with less than High School Education were the *least likely* of all to express Low Agreement with the statement that The level of crime in Saskatchewan has been falling in recent years. At the other end of the scale, respondents from the City of Saskatoon were the *most likely* of all to express low agreement with this statement.

Chart 48



XI. Quality and Sustainability of Health Care

Chart 49 shows 25.4% of all survey respondents give a High Rating (8 to 10 on ten-point scale) to the **Quality of Health Care** in Saskatchewan today.

Chart 49

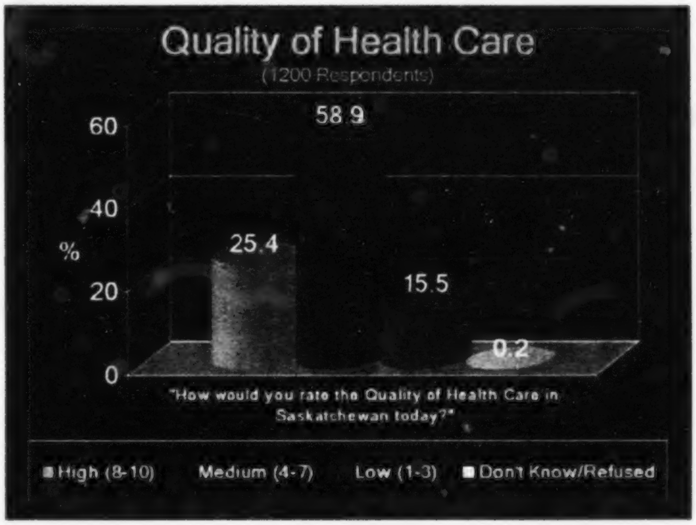
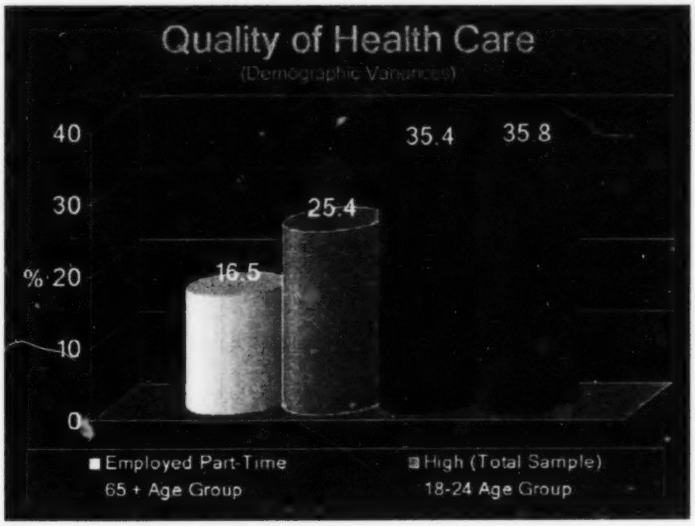


Chart 50 shows survey respondents Employed Part-Time were the *least likely* of all to give the **Quality of Health Care** in Saskatchewan a High Rating. At the other end of the scale, respondents from the 18 to 24 Age Group were the *most likely* of all to give the Quality of Health Care in Saskatchewan a High Rating.

Chart 50



Survey respondents next were asked if they believe the Quality of Health Care in Saskatchewan has **Improved, Worsened or Stayed the Same** over the past year. Chart 51 shows a majority of the survey respondents (51.5%) believe the Quality of Health Care in Saskatchewan has been unchanged over the past year.

Chart 51

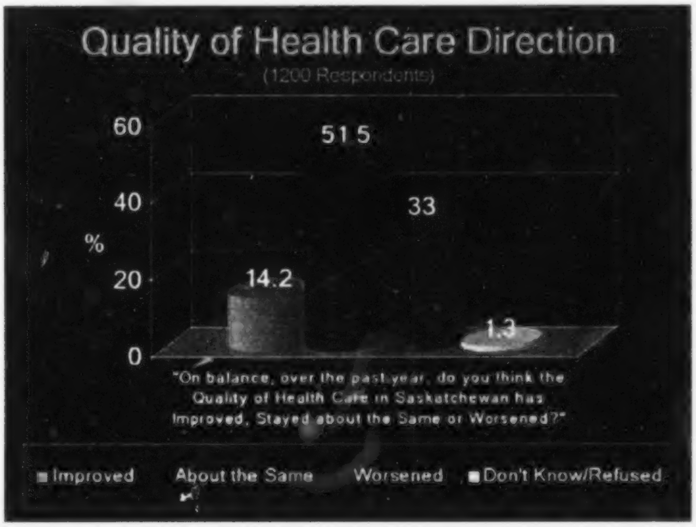
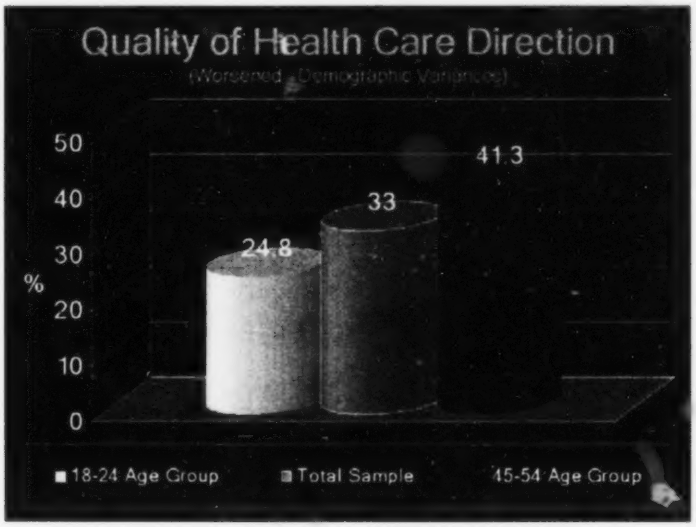


Chart 52 shows survey respondents in the 18 to 24 Age Group were the *least likely* of all to say that the **Quality of Health Care** in Saskatchewan has Worsened over the past year. At the other end of the scale, respondents in the 45 to 54 Age Group were the *most likely* of all to say that the Quality of Health Care has Worsened.

Chart 52



Survey respondents were then asked to identify the most important change that needs to happen to significantly improve the Quality of Health Care in Saskatchewan. **Chart 53** shows the number one response (25.9%) was more *Doctors, Nurses and other Health Care Providers.*

Chart 53

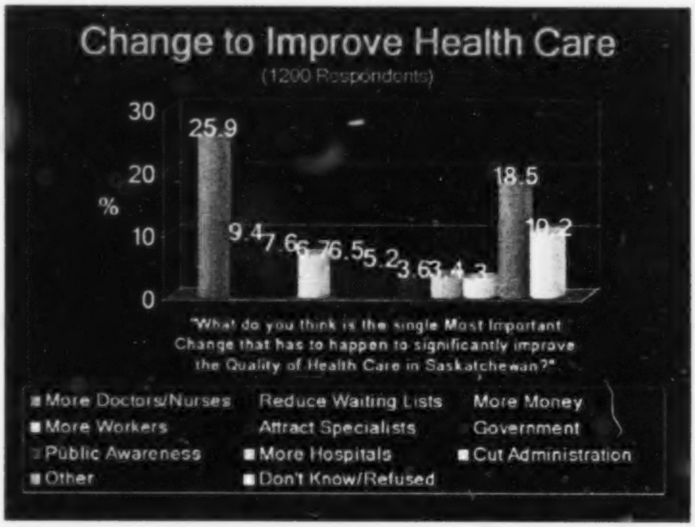


Chart 54 shows 24.3% of all survey respondents expressed a High Rate of Confidence (8 to 10 rating on ten-point scale) that the current Saskatchewan Health Care system is sustainable.

Chart 54

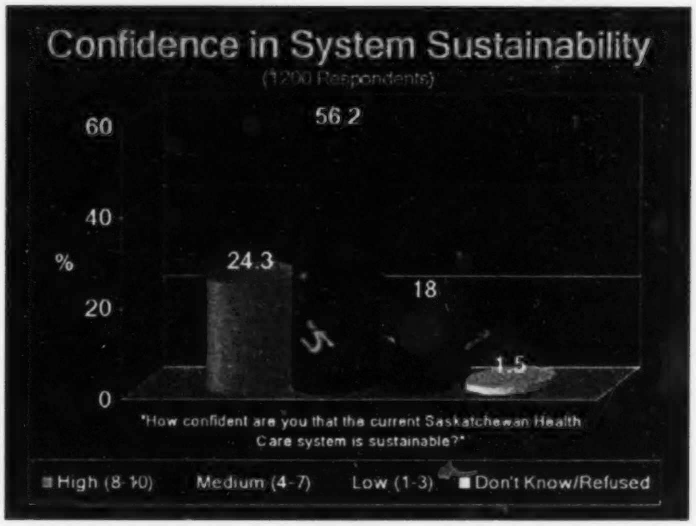
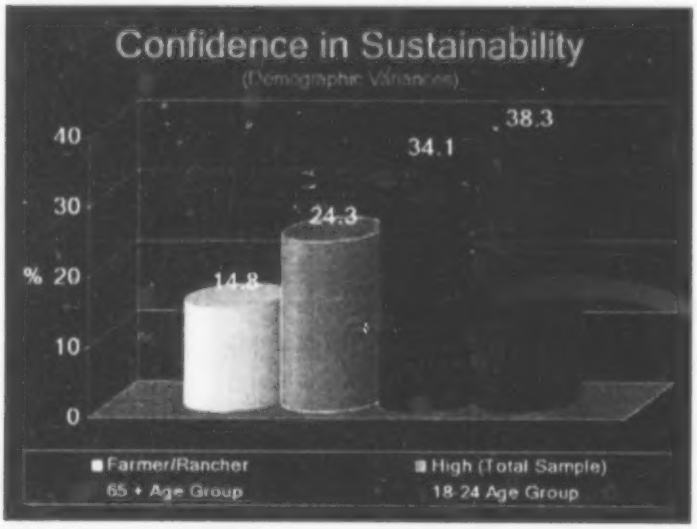


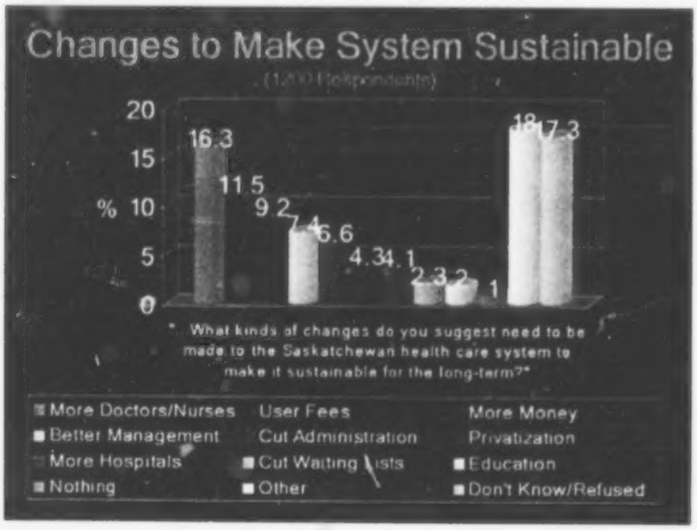
Chart 55 shows survey respondents from Saskatchewan Farms and/or Ranches were the *least likely* of all to express a High Rate of Confidence in the current health care system's sustainability. At the other end of the scale, survey respondents from the 18 to 24 Age Group were the *most likely* to express High Confidence in the sustainability of the current health care system.

Chart 55



Survey respondents were then asked to identify the **kinds of changes** that need to be made to the Saskatchewan Health Care system to make it sustainable for the long-term. Chart 56 shows the number one response (16.3%) was more *Doctors, Nurses and other Health Care Providers*.

Chart 56



XII. State of the Natural Environment

Chart 57 shows that 47.5% of all survey respondents give a High Rating (8 to 10 on ten-point scale) to the State of the Natural Environment in Saskatchewan today.

Chart 57

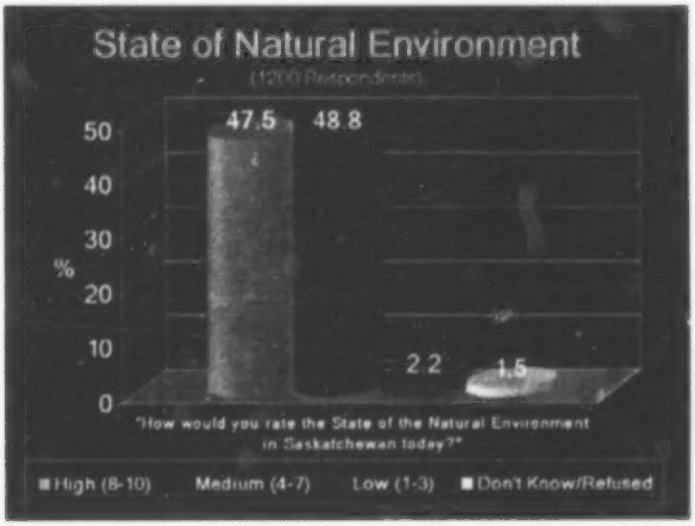
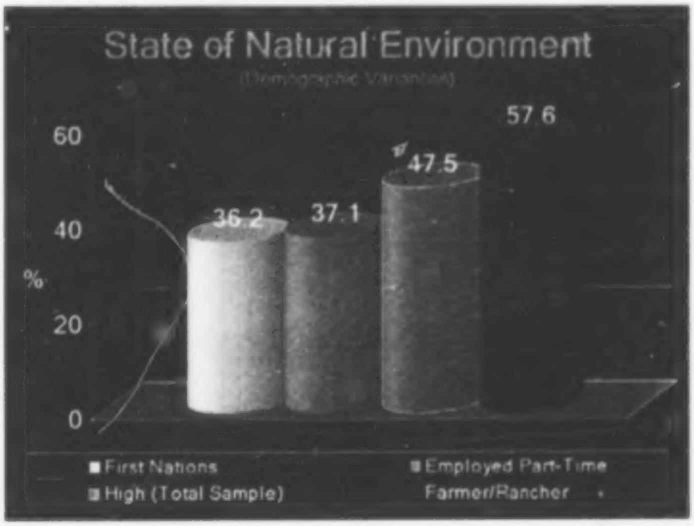


Chart 58 shows First Nations survey respondents were the *least likely* of all to give the State of the Natural Environment in Saskatchewan a High Rating. At the other end of the scale, survey respondents from Saskatchewan Farms and/or Ranches were the *most likely* of all to rate the State of Saskatchewan's Natural Environment highly.

Chart 58



Survey respondents next were asked if they believe the State of the Natural Environment in Saskatchewan has Improved, Worsened or Stayed the Same over the past year. Chart 59 shows a large majority of the survey respondents (71%) believe the State of the Natural Environment in Saskatchewan has been unchanged over the past year.

Chart 59

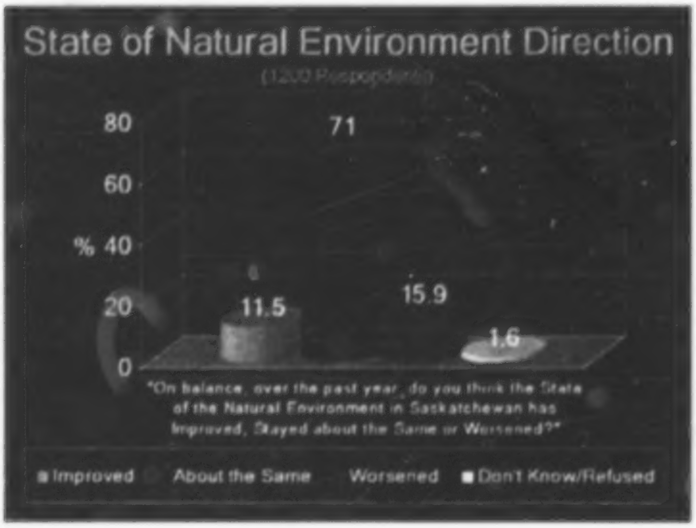
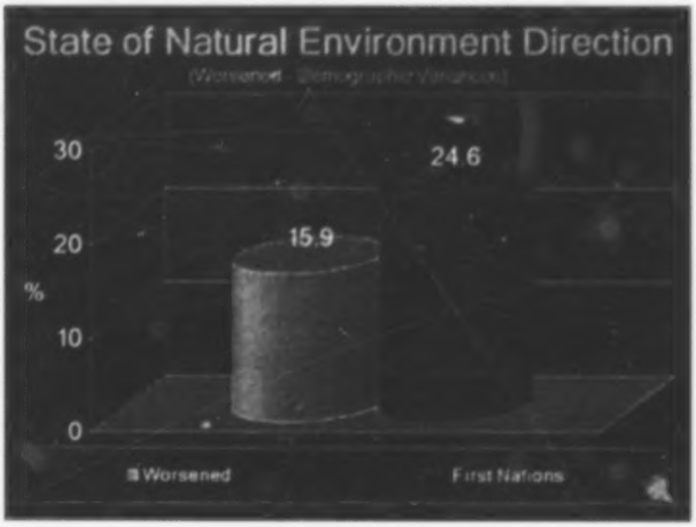


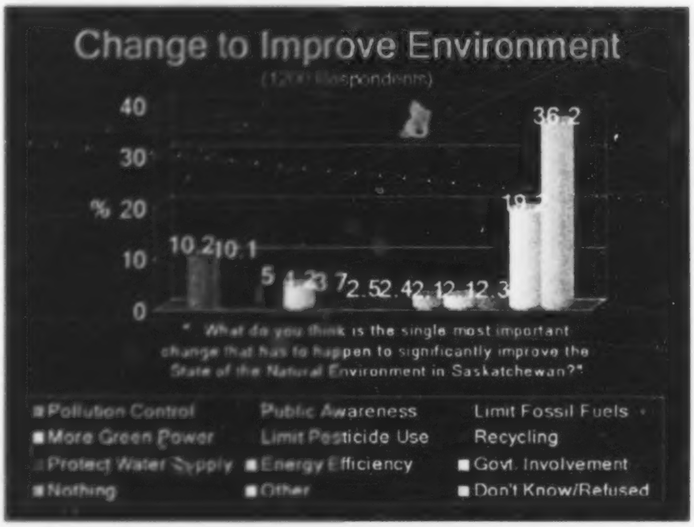
Chart 60 shows a single demographic sub-group, First Nations survey respondents, *more likely* than the Total Sample to say that the State of the Natural Environment in Saskatchewan has **worsened** over the past year.

Chart 60



Survey respondents were then asked to identify the most important change that has to happen to significantly improve the State of the Natural Environment in Saskatchewan. **Chart 61** shows the number one response (10.2%) was more *Pollution Control*, followed closely (10.1%) by increased *Public Awareness*.

Chart 61



XIII. Quality of Life for Aboriginal People

Chart 62 shows 25.3% of all survey respondents give a High Rating (8 to 10 on a ten-point scale) to the **Quality of Life for Aboriginal people** in Saskatchewan today.

Chart 62

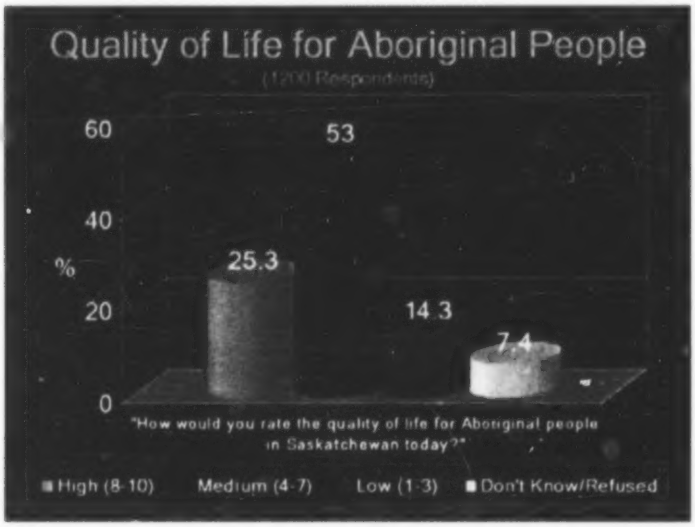
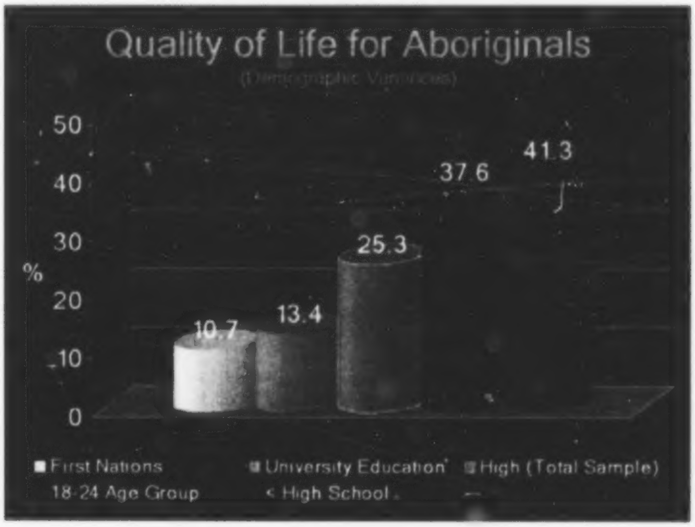


Chart 63 shows First Nations survey respondents were the *least likely* of all to give a High Rating to the **Quality of Life for Aboriginal people** in Saskatchewan today. At the other end of the scale, survey respondents with less than a High School Education were the *most likely* of all to rate the Quality of Life for Aboriginal people highly.

Chart 63



Survey respondents next were asked if they believe the Quality of Life for Aboriginal people in Saskatchewan has **Improved**, **Worsened** or **Stayed the Same** over the past year. **Chart 64** shows nearly half of all survey respondents (47.3%) believe the Quality of Life for Aboriginal people in Saskatchewan has been unchanged over the past year.

Chart 64

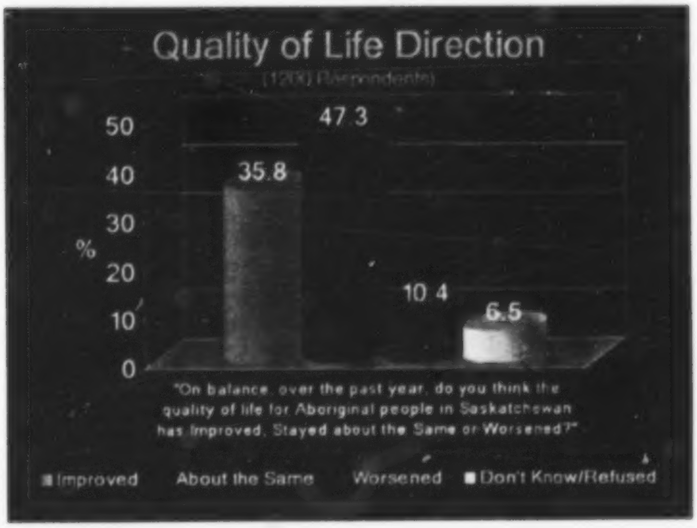
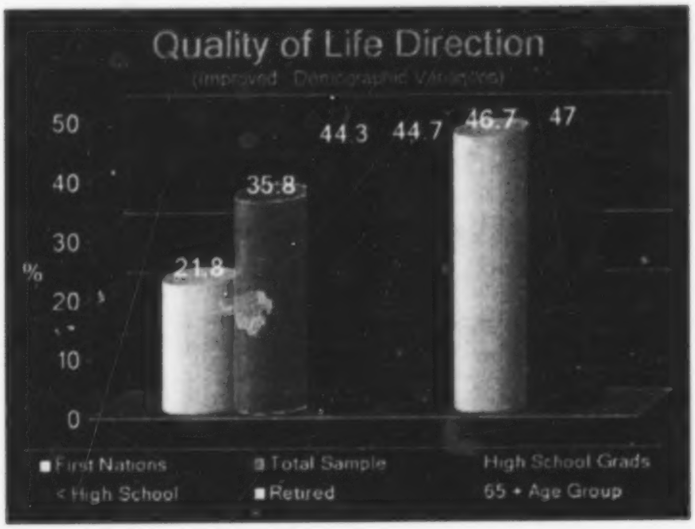


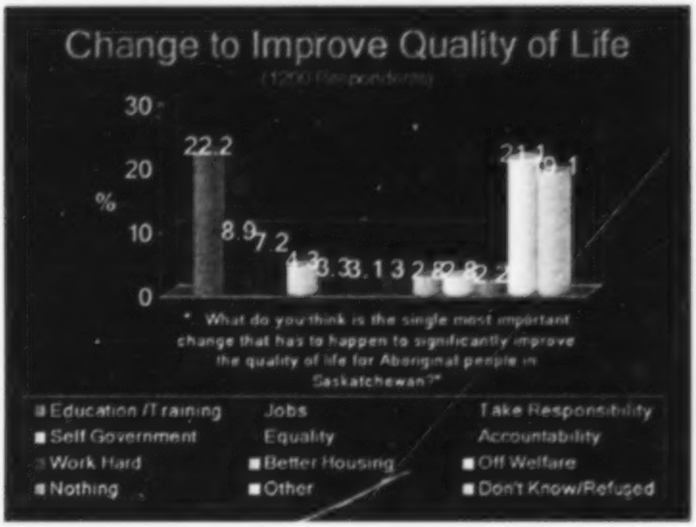
Chart 65 shows First Nations survey respondents were the *least likely* of all to agree that the Quality of Life for Aboriginal people in Saskatchewan has improved over the past year. At the other end of the scale, survey respondents 65 Years of Age and Older were the *most likely* of all to agree that the Quality of Life for Aboriginal people has improved over the past year.

Chart 65



Survey respondents were then asked to identify the most important change that has to happen to significantly improve the Quality of Life for Aboriginal people in Saskatchewan. Chart 66 shows the number one response (22.2%) was more *Education and Job Training* for Aboriginal people.

Chart 66



XIV. Pride of Citizenship

Chart 67 shows 65.7% of all survey respondents say they are Very Proud to be a Citizen of Saskatchewan.

Chart 67

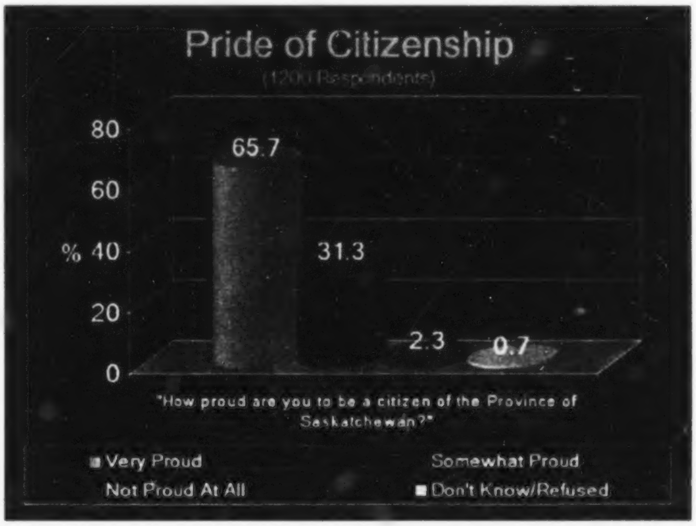


Chart 68 shows survey respondents from Saskatchewan Farms and/or Ranches were the *least likely* of all to say they are Very Proud to be a Citizen of Saskatchewan. At the other end of the scale, Métis survey respondents were the *most likely* of all to express a high degree of pride in their Saskatchewan citizenship.

Chart 68

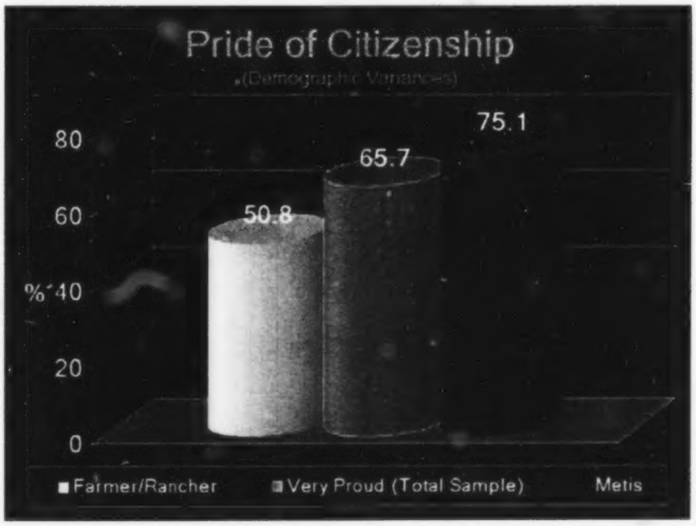
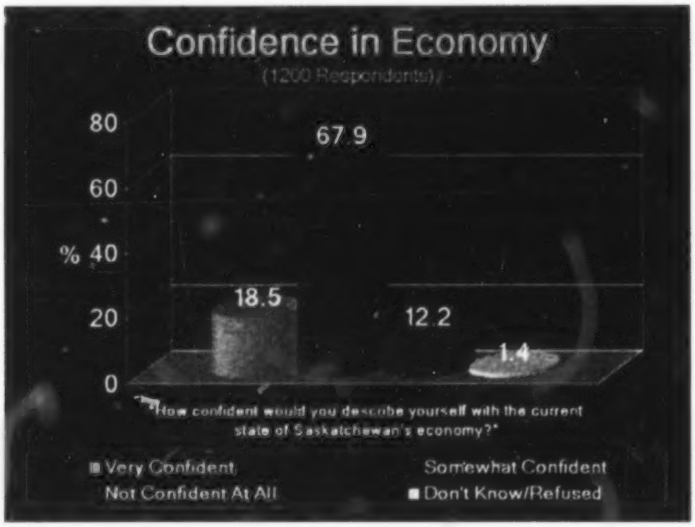


Chart 69 shows 18.5% of all survey respondents are Very Confident with the current State of Saskatchewan's Economy.

Chart 69



None of the demographic sub-groups analyzed varied from the above Total Sample result to any statistically significant extent.

Chart 70 below shows 27.1% of all survey respondents say they are Very Optimistic about Saskatchewan's Future Economic Prospects.

Chart 70

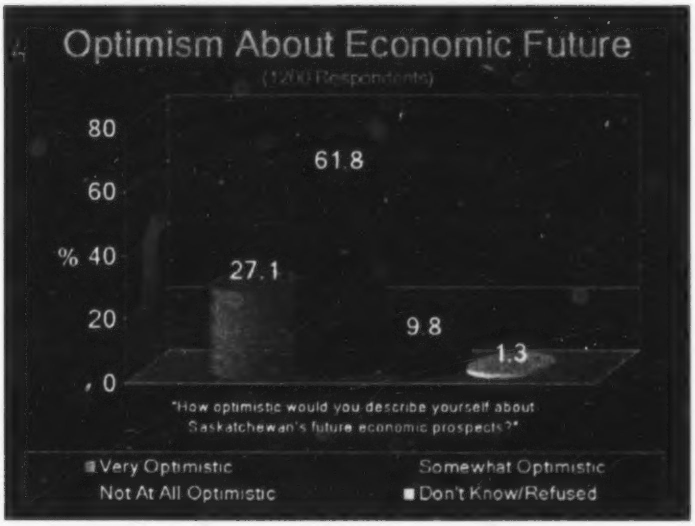
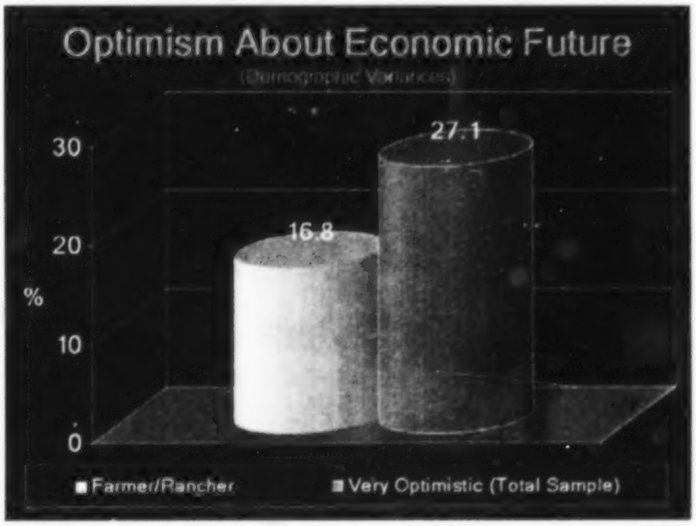


Chart 71 shows only one of the demographic sub-groups analyzed - survey respondents from Saskatchewan Farms and/or Ranches - was significantly *less likely* than the Total Sample to say that they are Very Optimistic about Saskatchewan's Future Economic Prospects.

Chart 71



XV. Importance of Government Tasks

Next, survey respondents were asked to rate the importance of a series of provincial government tasks. Chart 72 shows 80.3% of all respondents say it is Highly Important (8-10 rating on ten-point scale) that the provincial government helps to create job opportunities for young people.

Chart 72

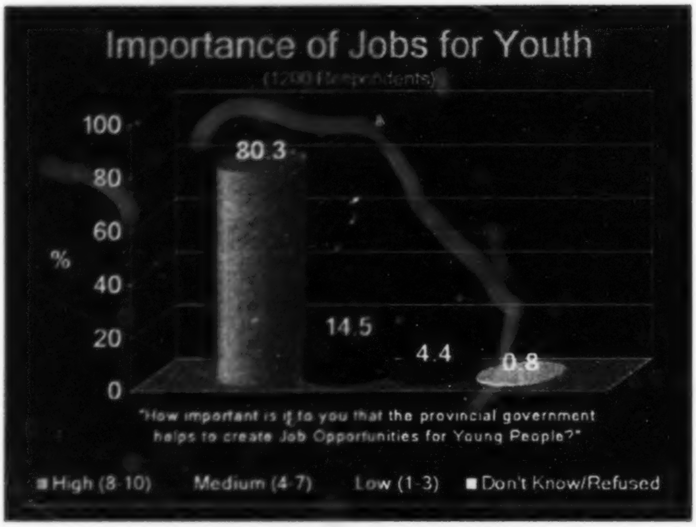


Chart 73 shows Self-Employed respondents were *least likely* to give this task a High Rating. Survey respondents from the 18 to 24 Age Group were the *most likely* to say it is highly important that the government helps to create job opportunities for young people.

Chart 73

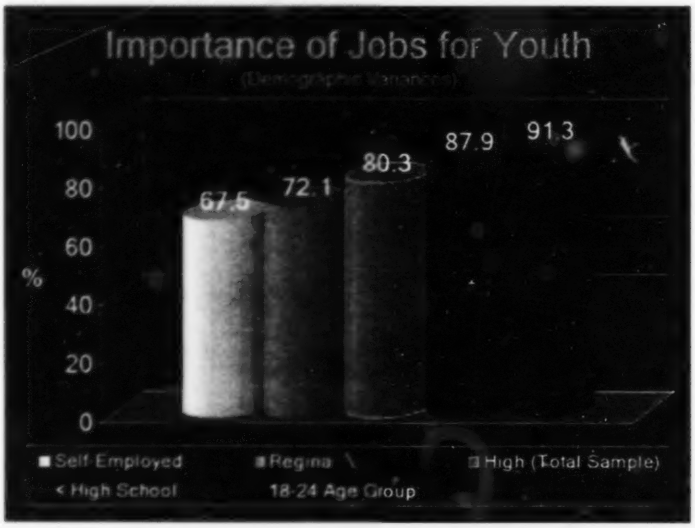


Chart 74 shows 75.4% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government **protects our natural environment.**

Chart 74

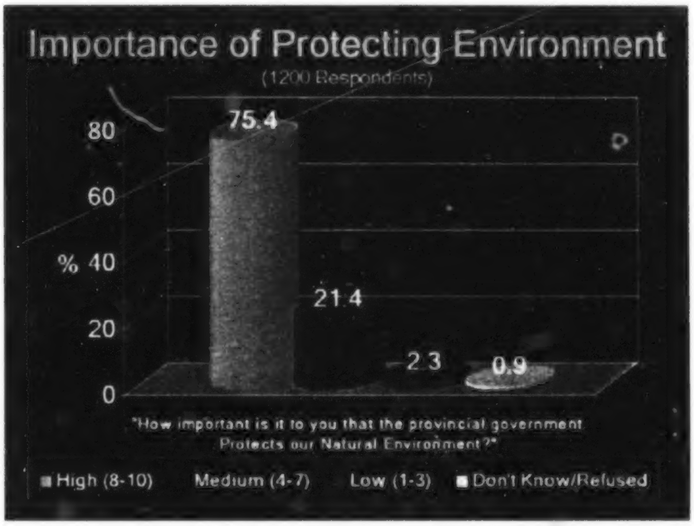


Chart 75 shows survey respondents with annual Household Incomes of more than $100,000 were the *least likely* of all to rate the importance of **Protecting the Natural Environment** highly. At the other end of the scale, survey respondents with a Trades Education (certificate or diploma) were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 75

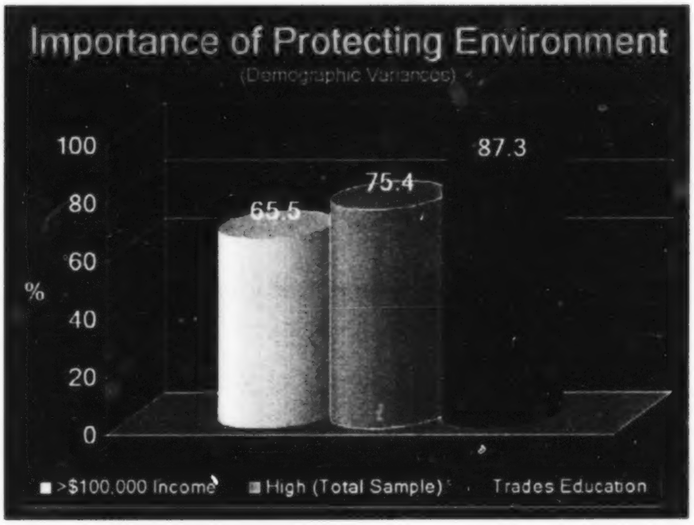


Chart 76 shows 78.8% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government creates more **Post-Secondary Education and Training Opportunities for Saskatchewan young people**.

Chart 76

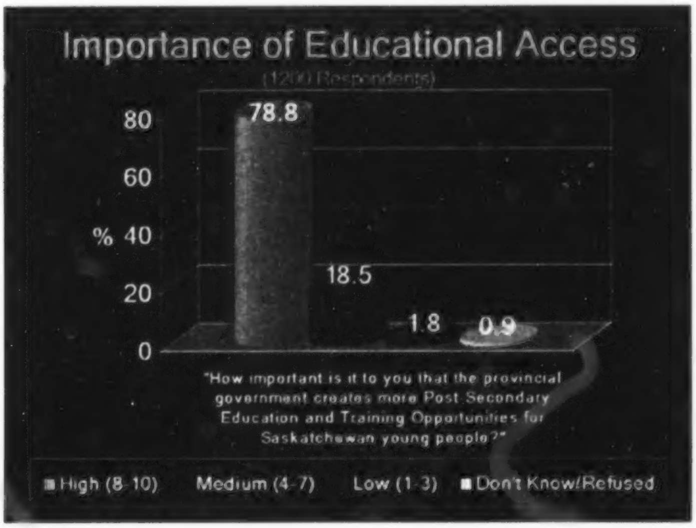


Chart 77 shows survey respondents with annual Household Incomes of more than $100,000 were the *least likely* of all to all to rate the importance of **more Post-Secondary Education and Training Opportunities for Saskatchewan young people** highly. At the other end of the scale, First Nations and Métis survey respondents were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 77

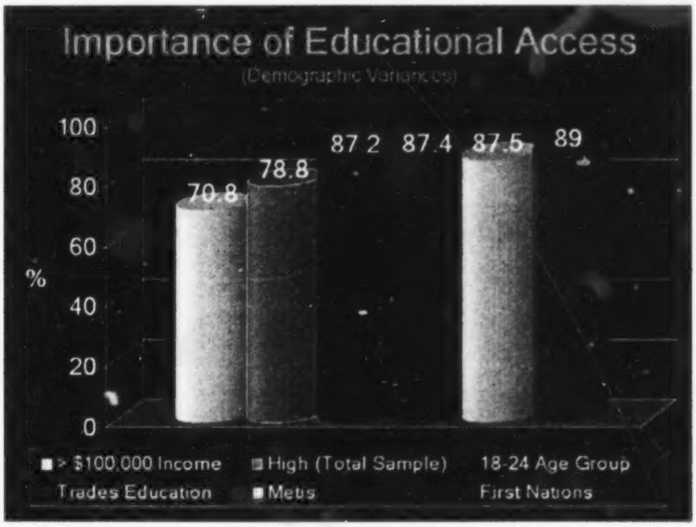


Chart 78 shows 77.9% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government makes **Post-Secondary Education and Training more affordable**.

Chart 78

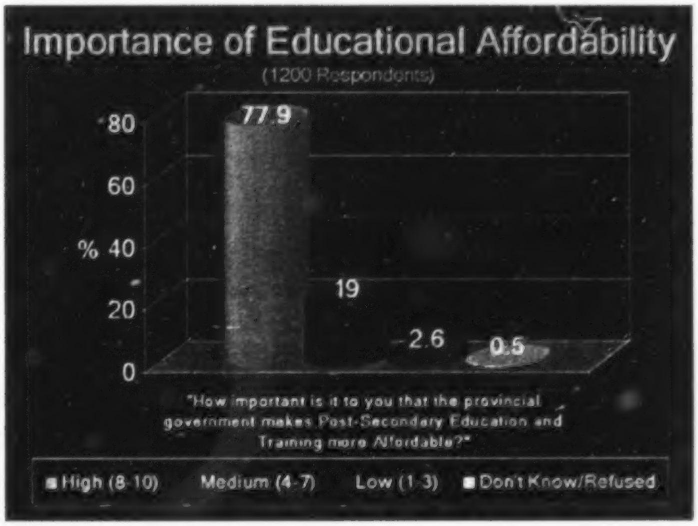


Chart 79 shows survey respondents with annual Household Incomes of more than $100,000 a year were the *least likely* of all to rate the importance of more affordable Post-Secondary Education and Training highly. At the other end of the scale, First Nations survey respondents were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 79

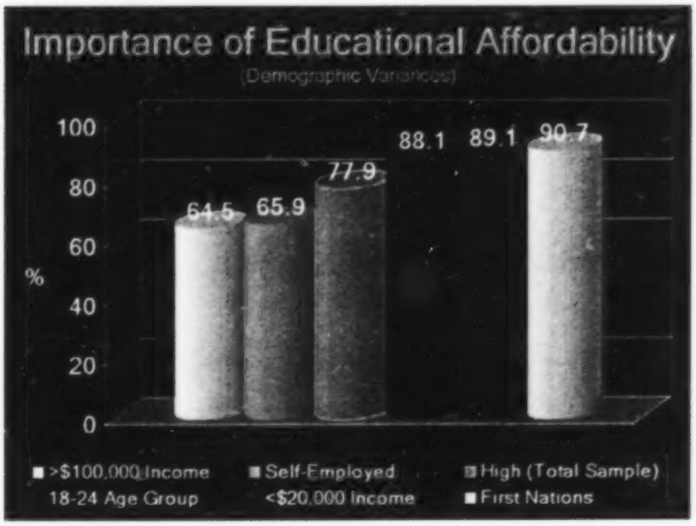


Chart 80 shows 74% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government **Balances the Provincial Budget**.

Chart 80

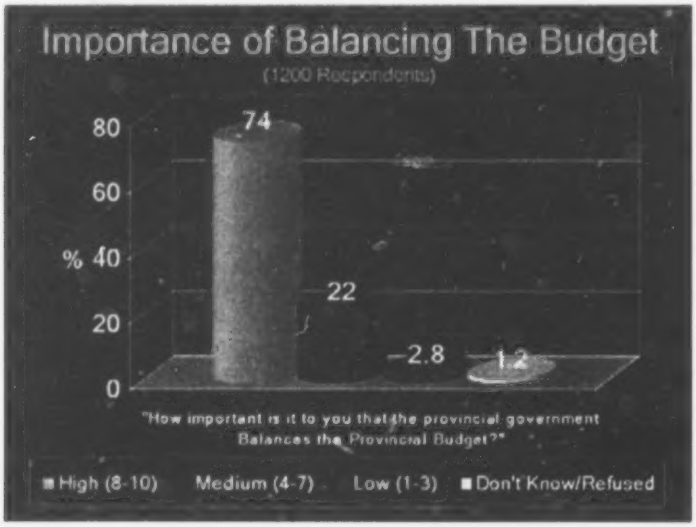


Chart 81 shows survey respondents from the 25 to 34 Age Group were the *least likely* of all to rate the importance of **Balancing the Provincial Budget** highly. At the other end of the scale, Retired survey respondents were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 81

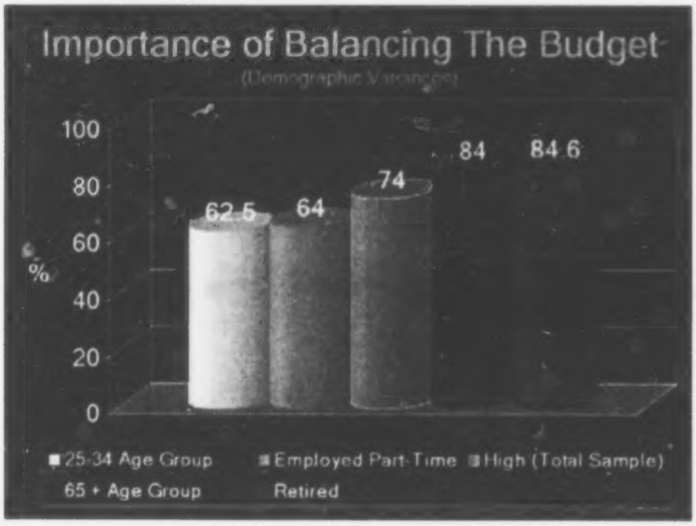


Chart 82 shows 79.8% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government creates a **Good Business Climate**. None of the demographic sub-groups analyzed differed to any statistically significant extent from the Total Sample on this question.

Chart 82

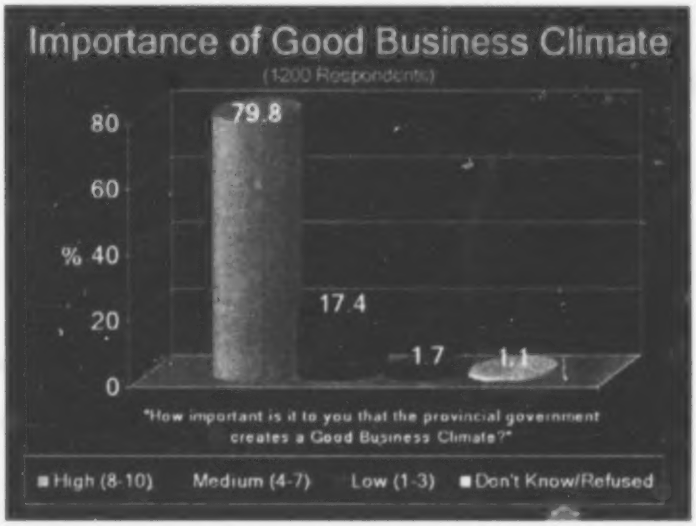


Chart 83 shows 59.5% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government **Lower Taxes for Saskatchewan Families**.

Chart 83

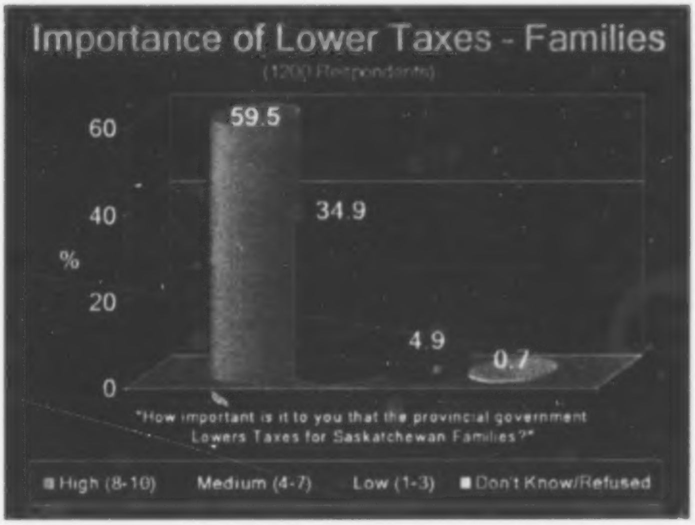


Chart 84 shows survey respondents with annual Household Incomes of more than $100,000 were the *least likely* of all to rate the importance of **Lower Taxes for Saskatchewan Families** highly. At the other end of the scale, First Nations survey respondents were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 84

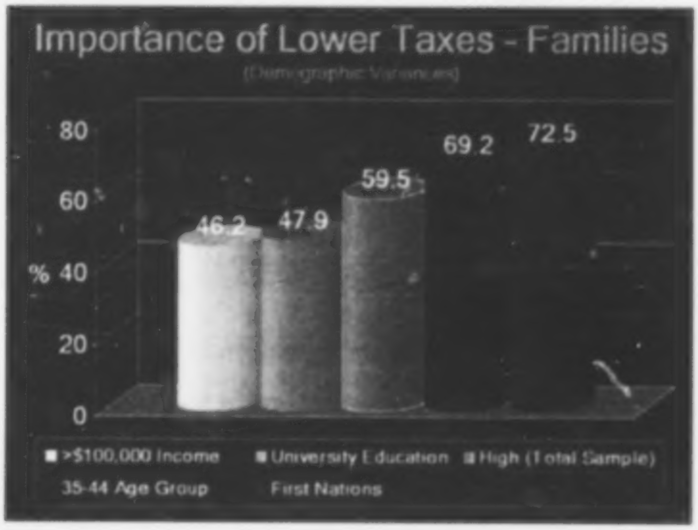


Chart 85 shows 48.1% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government **Lower Taxes for Saskatchewan Businesses**.

Chart 85

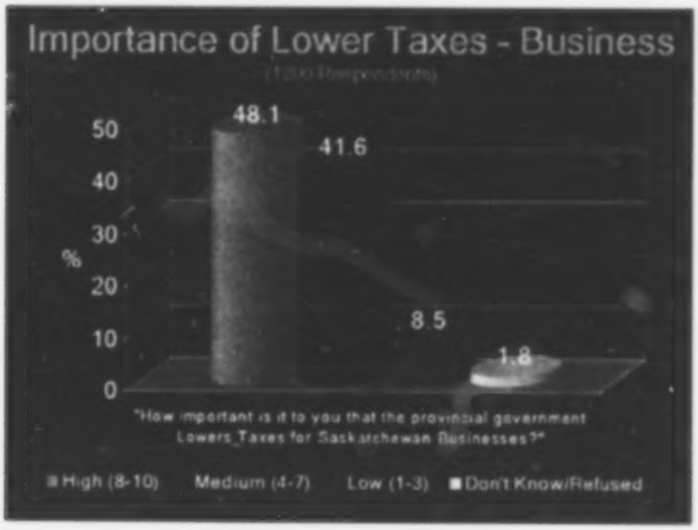


Chart 86 shows two of the demographic sub-groups analyzed differed significantly from the Total Sample on this question. Both Self-Employed survey respondents and respondents with less than a High School Education were *more likely* to say that **Lowering Taxes for Saskatchewan Businesses** was a highly important task for the provincial government to undertake.

Chart 86

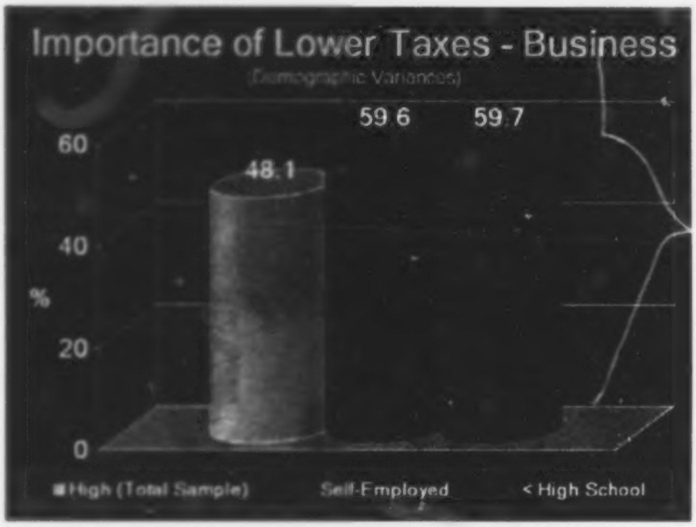


Chart 87 shows 84.9% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) for the provincial government to **Shorten Wait Times for Health Care Services**. None of the demographic sub-groups analyzed differed significantly from the Total Sample on this question.

Chart 87

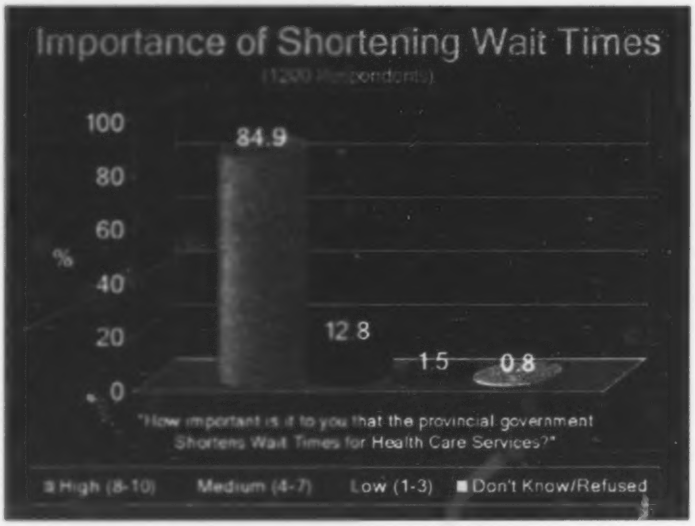


Chart 88 shows 88.4% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) for the provincial government to **Recruits and Retains more Doctors, Nurses and other Health Care Providers**. None of the demographic sub-groups analyzed differed significantly from the Total Sample on this question.

Chart 88

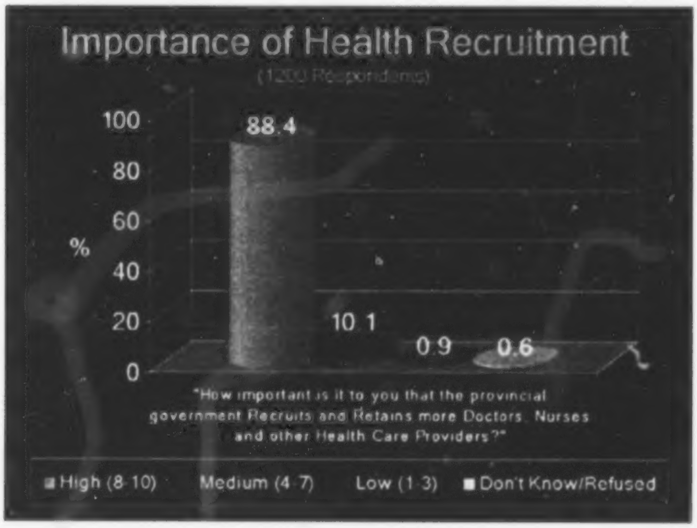


Chart 89 shows 77.1% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government helps to **Reduce Violence against Women**.

Chart 89

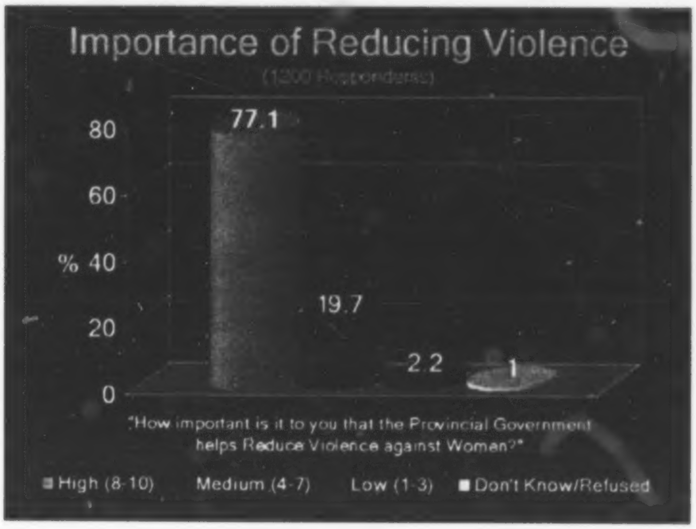


Chart 90 shows two demographic sub-groups *less likely* than the Total Sample to rate the importance of the provincial government helping to **Reduce Violence against Women** highly. Survey respondents with annual Household Incomes of more than $100,000, and survey respondents from the City of Regina, were *less likely* than the Total Sample to rate the importance of this provincial government task highly.

Chart 90

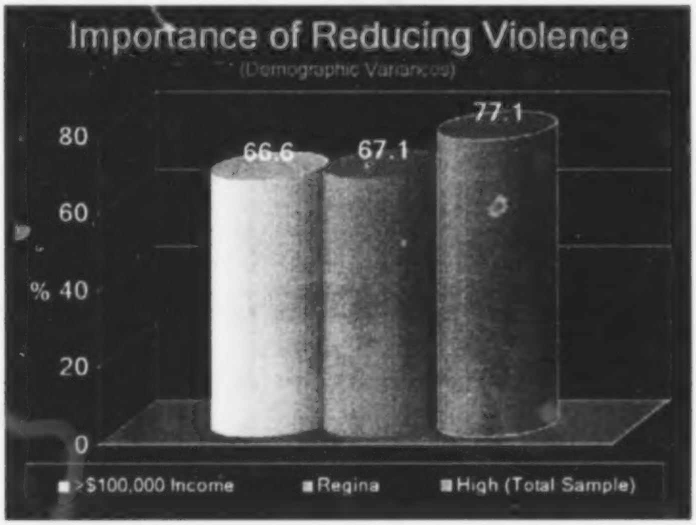


Chart 91 shows 50.5% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government **Reduces the Education portion of Property Taxes**.

Chart 91

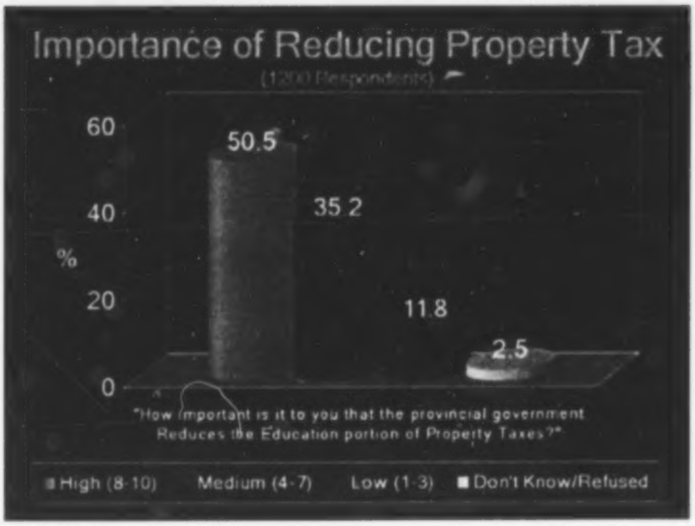


Chart 92 shows survey respondents from the City of Regina were the *least likely* of all to rate the importance of the provincial government **Reducing the Education portion of Property Taxes** highly. At the other end of the scale, survey respondents from Saskatchewan Farms and Ranches were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 92

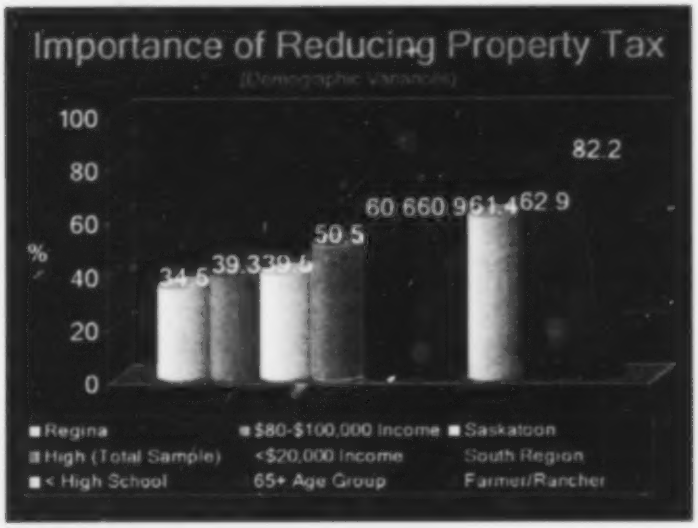


Chart 93 shows 81.1% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government **Builds and Repairs Saskatchewan Highways.**

Chart 93

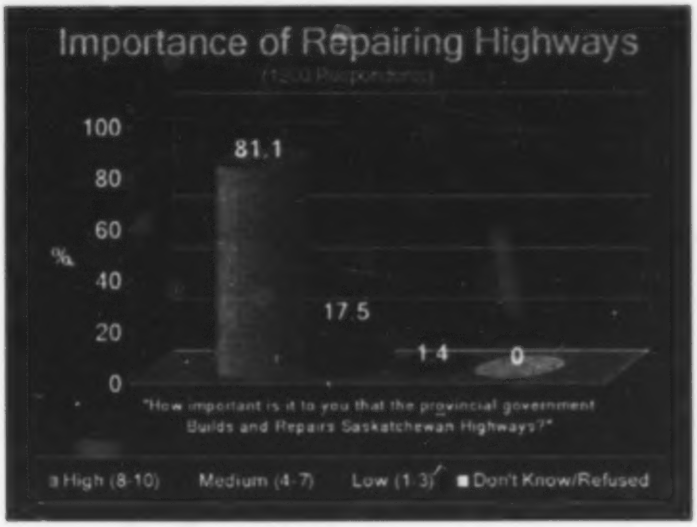


Chart 94 shows survey respondents from the City of Regina were the *least likely* of all to rate the importance of the provincial government **Building and Repairing Saskatchewan Highways** highly. At the other end of the scale, survey respondents from Saskatchewan Farms and Ranches were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 94

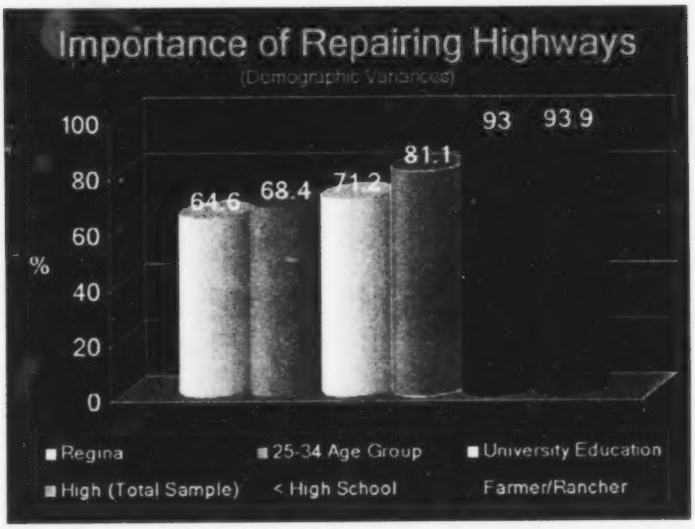


Chart 95 shows 51.6% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government makes **Child Care more Affordable for Saskatchewan families**.

Chart 95

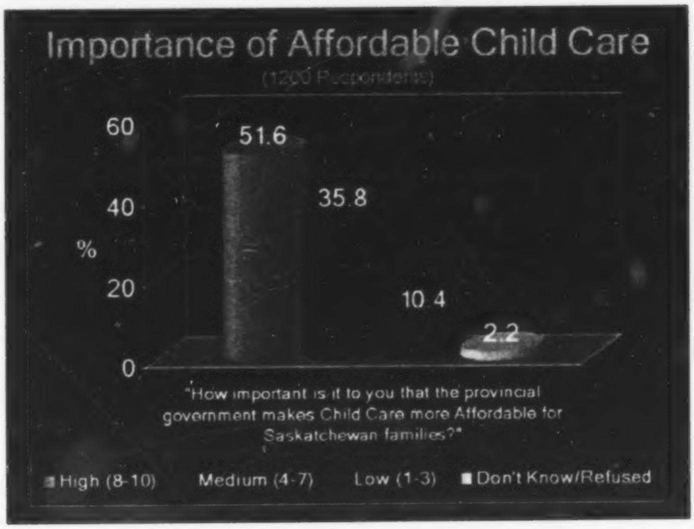


Chart 96 shows three demographic sub-groups significantly *less likely* than the Total Sample to rate highly the importance of the provincial government making Child Care more Affordable for Saskatchewan Families. Survey respondents with annual Household Incomes of more than $100,000 were the *least likely* of all to rate the importance of this provincial government task highly.

Chart 96

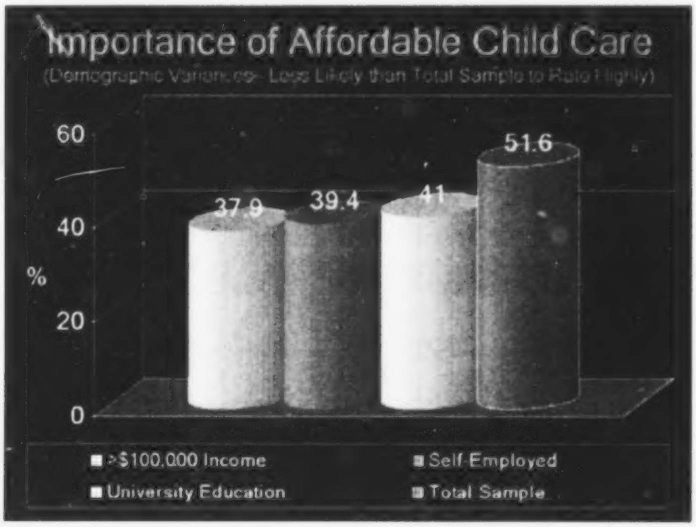


Chart 97 shows seven demographic sub-groups significantly *more likely* than the Total Sample to rate highly the importance of the provincial government making Child Care more Affordable for Saskatchewan Families. First Nations survey respondents were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 97

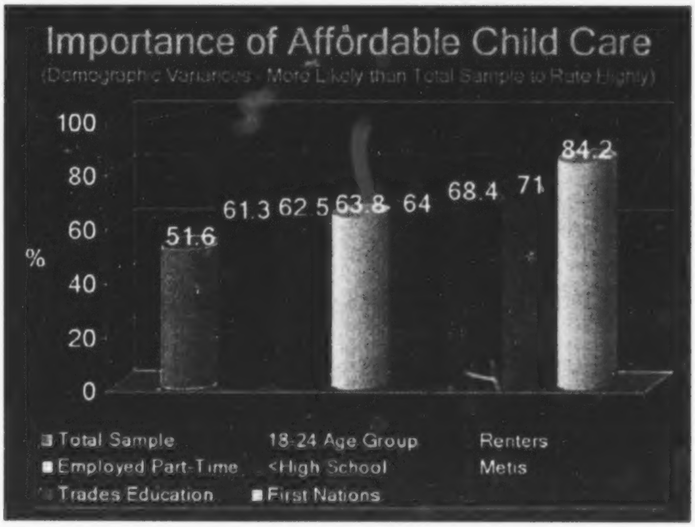


Chart 98 shows 51.5% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government improves Access to Child Care Services for Saskatchewan families.

Chart 98

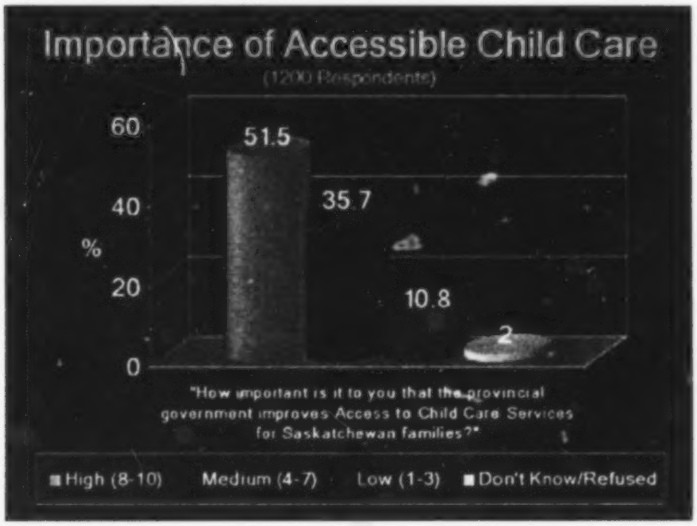


Chart 99 shows three demographic sub-groups significantly *less likely* than the Total Sample to rate highly the importance of the provincial government improving Access to Child Care Services for Saskatchewan Families. Survey respondents from the 55 to 64 Age Group were the *least likely* of all to rate the importance of this provincial government task highly.

Chart 99

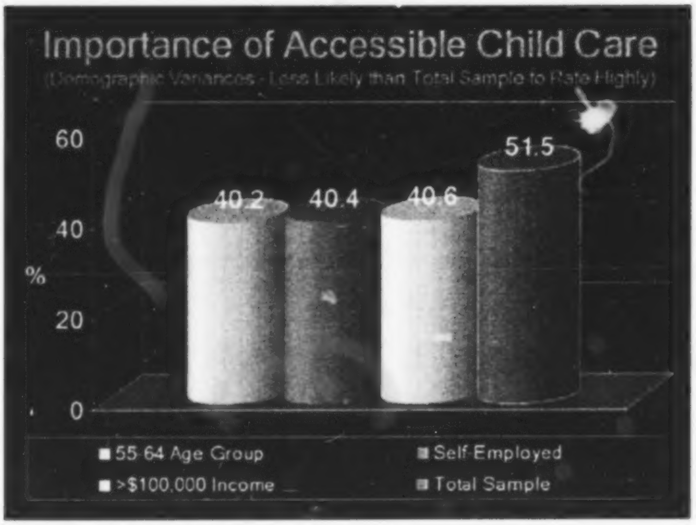


Chart 100 shows seven demographic sub-groups significantly *more likely* than the Total Sample to rate highly the importance of the provincial government improving **Access to Child Care Services for Saskatchewan Families**. First Nations survey respondents were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 100

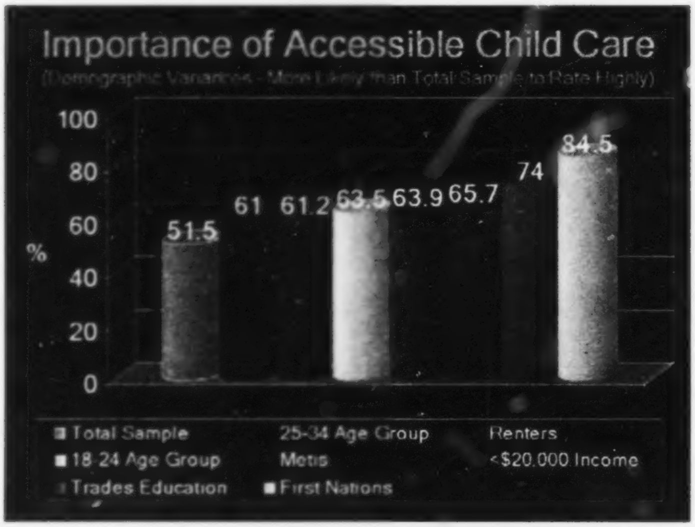


Chart 101 shows 61.8% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government improves **Educational and Job Training Opportunities for Aboriginal Youth**.

Chart 101

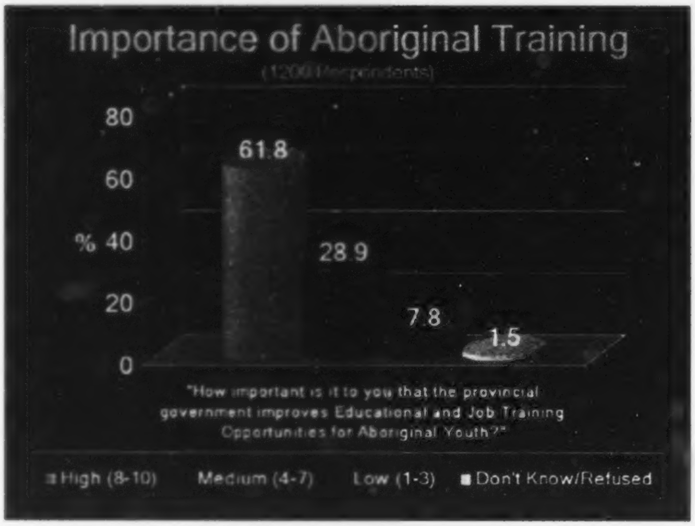


Chart 102 shows one demographic sub-group - First Nations survey respondents - differed significantly from the Total Sample on this question. First Nations survey respondents were *more likely* than the Total Sample to rate highly the importance of the provincial government improving Educational and Job Training Opportunities for Aboriginal Youth.

Chart 102

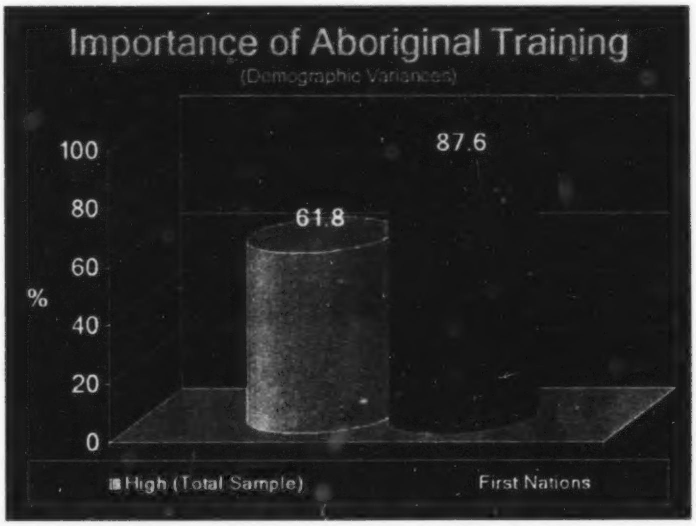


Chart 103 shows 37.3% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government encourages Increased Immigration to Saskatchewan from all parts of the World.

Chart 103

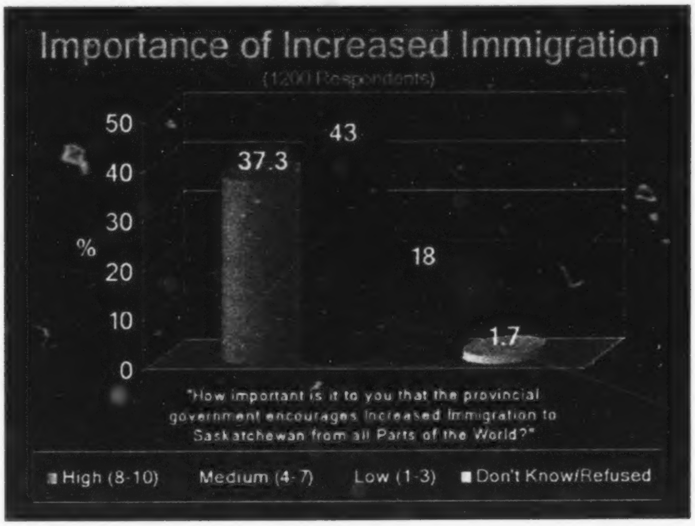


Chart 104 shows survey respondents who are Employed Part-Time were the *least likely* of all to say it is highly important for the provincial government to **Encourage Increased Immigration to Saskatchewan** from all parts of the World. At the other end of the scale, survey respondents from the 18 to 24 Age Group were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 104

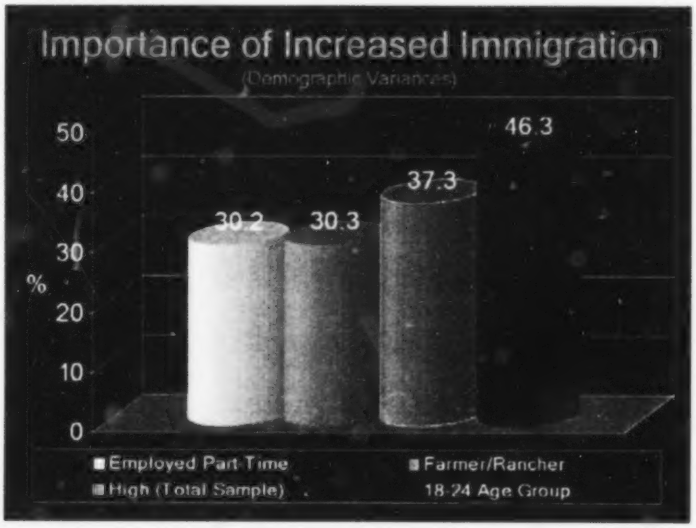
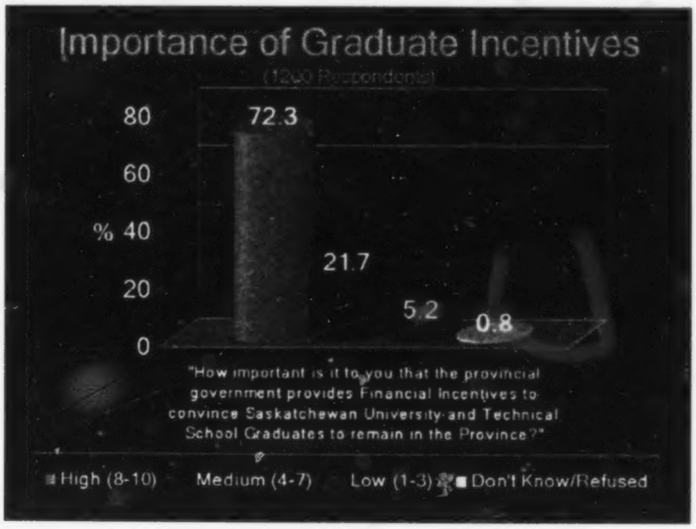


Chart 105 shows 72.3% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government provides **Financial Incentives to convince Saskatchewan University and Technical School graduates to remain in the province.**

Chart 105



"How important is it to you that the provincial government provides Financial Incentives to convince Saskatchewan University and Technical School Graduates to remain in the Province?"

Chart 106 shows Self-Employed survey respondents were the *least likely* of all to say it is highly important for the provincial government to provide Financial Incentives to convince Saskatchewan University and Technical School graduates to remain in the province. At the other end of the scale, survey respondents with less than a High School Education were the *most likely* of all to rate the importance of this provincial government task highly.

Chart 106

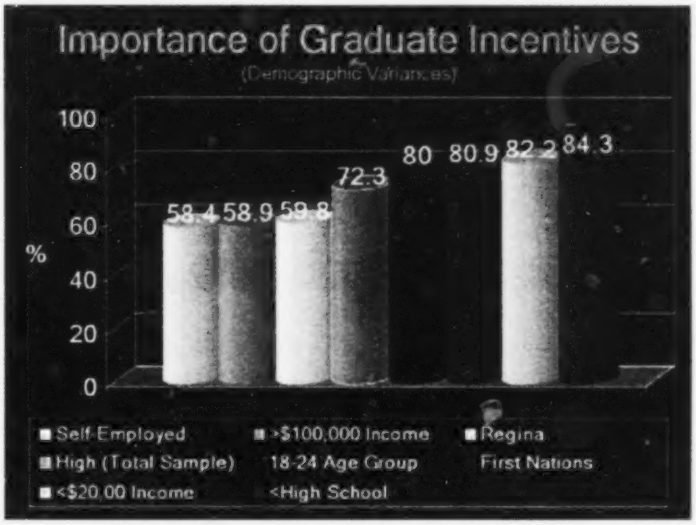


Chart 107 shows 71.8% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government expands the use of Green Power such as Wind, Solar and Geothermal.

Chart 107

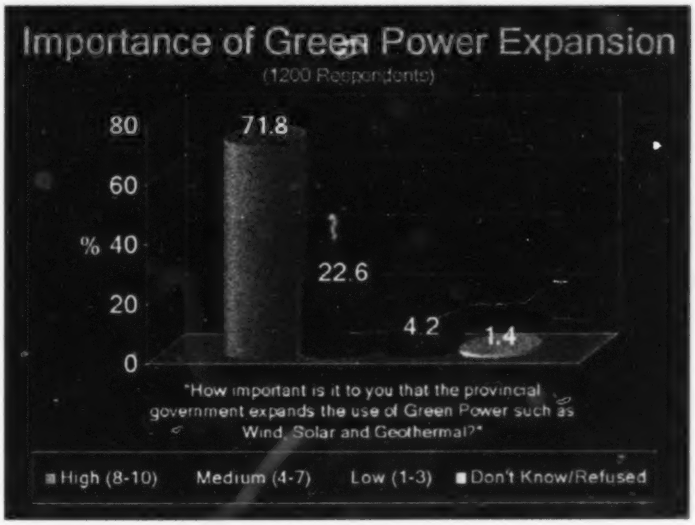


Chart 108 shows survey respondents with annual Household Incomes of more than $100,000 were *least likely* to say it is highly important for the provincial government to expand the use of Green Power such as Wind, Solar and Geothermal. At the other end of the scale, survey respondents with annual Household Incomes of less than $20,000 were *most likely* to rate the importance of this provincial government task highly.

Chart 108

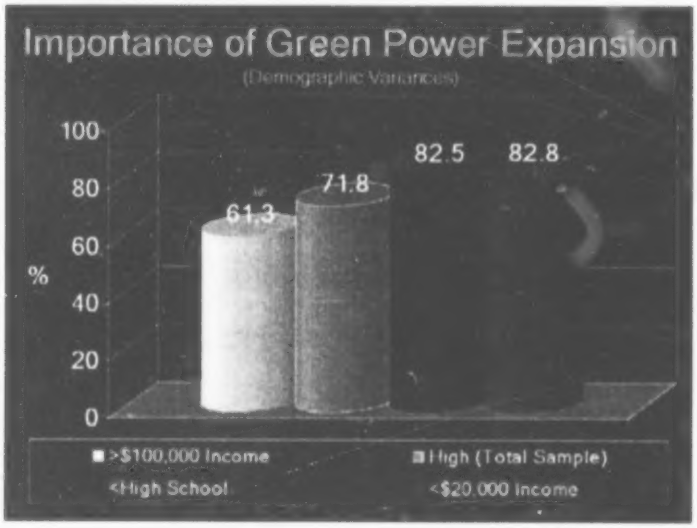


Chart 109 shows 43.4% of all survey respondents say it is Highly Important (8 to 10 rating on ten-point scale) that the provincial government provides funding to help Cities, Towns and Villages rebuild and modernize their local Sports, Cultural and Recreational Facilities.

Chart 109

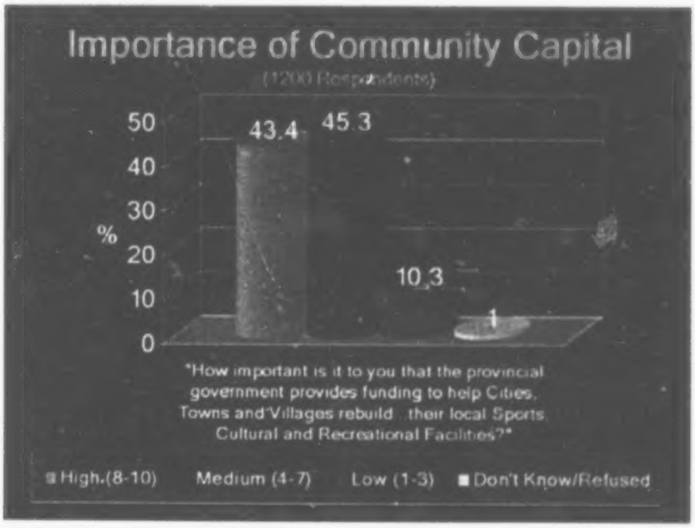
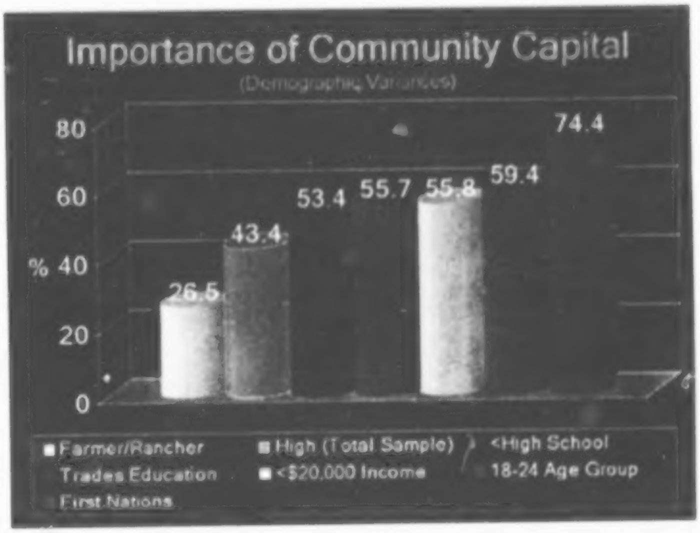


Chart 110 shows survey respondents from Saskatchewan Farms and Ranches were the *least likely* to say it is highly important for the provincial government to provide funding to help Cities, Towns and Villages rebuild and modernize their local Sports, Cultural and Recreational Facilities. At the other end of the scale, First Nations survey respondents were the *most likely* to rate the importance of this provincial government task highly.

Chart 110



XVI. Demographic Characteristics of Survey Respondents

The following charts display the demographic characteristics of the 1200 respondents to the Provincial Public Attitudes Survey.

Chart 111

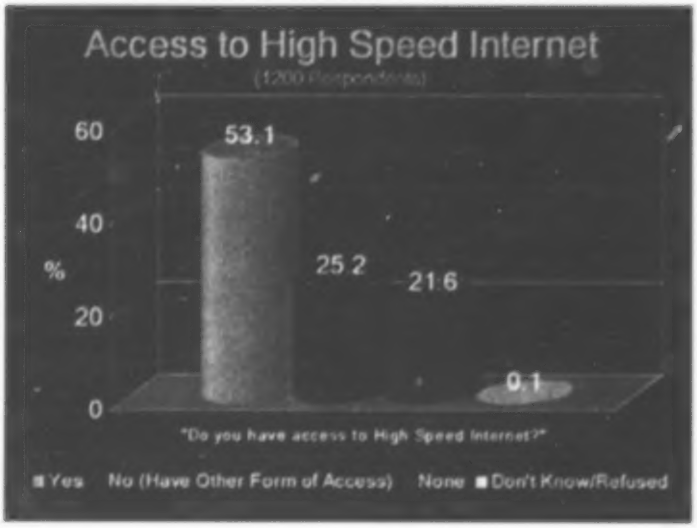


Chart 112

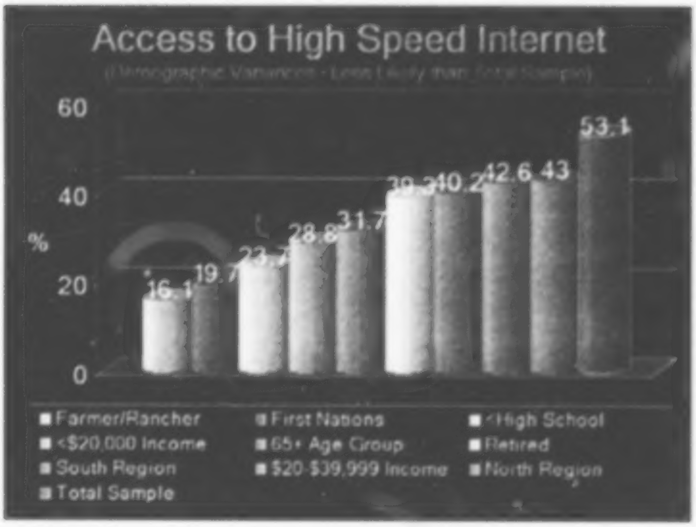


Chart 113

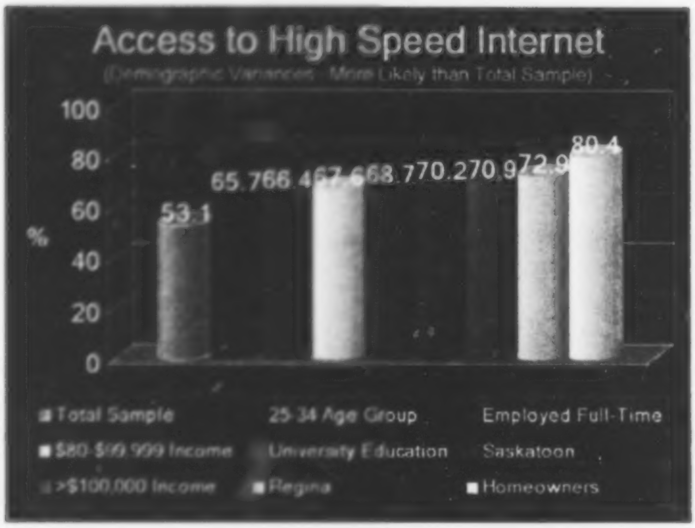


Chart 114

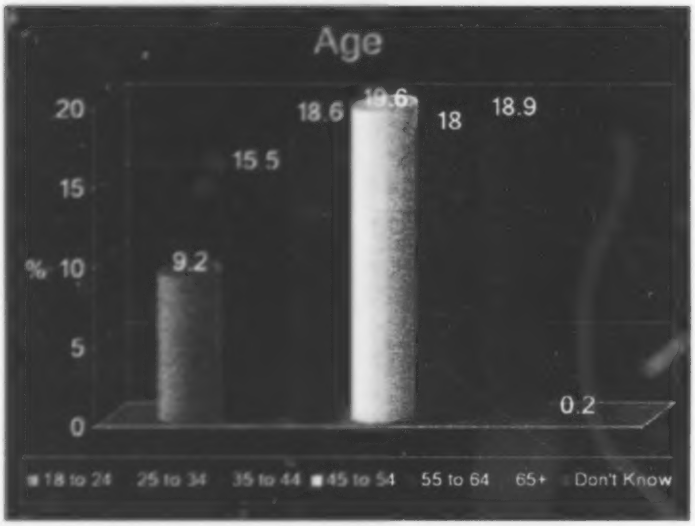


Chart 115

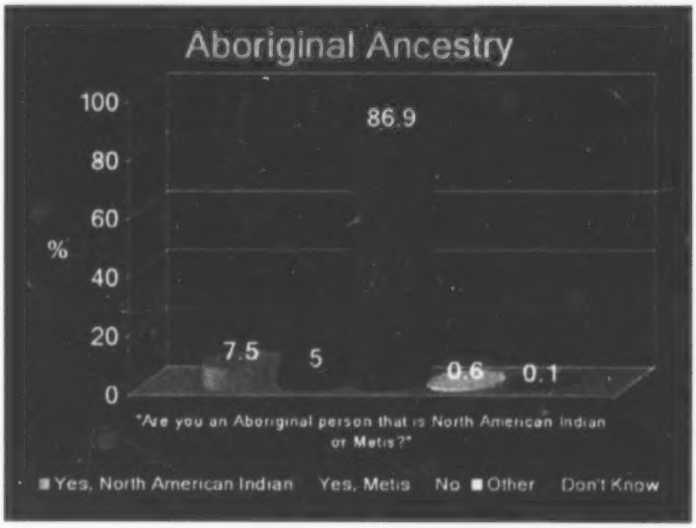


Chart 116

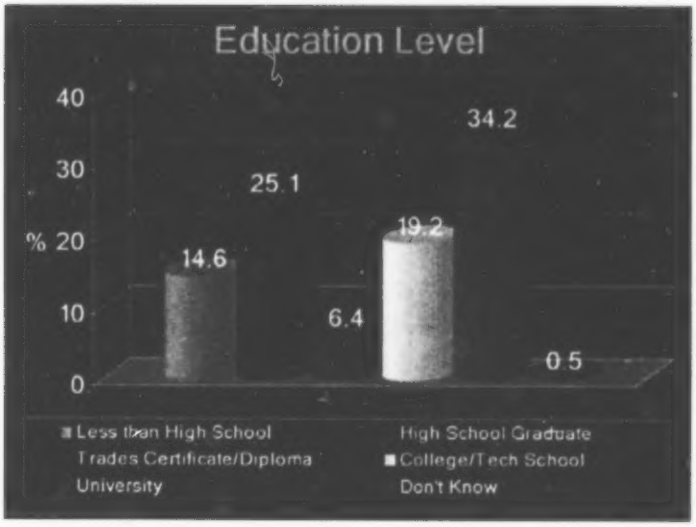


Chart 117

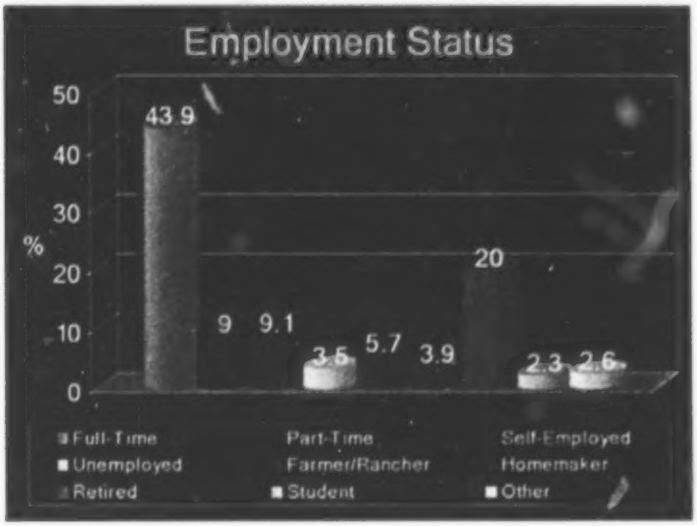


Chart 118

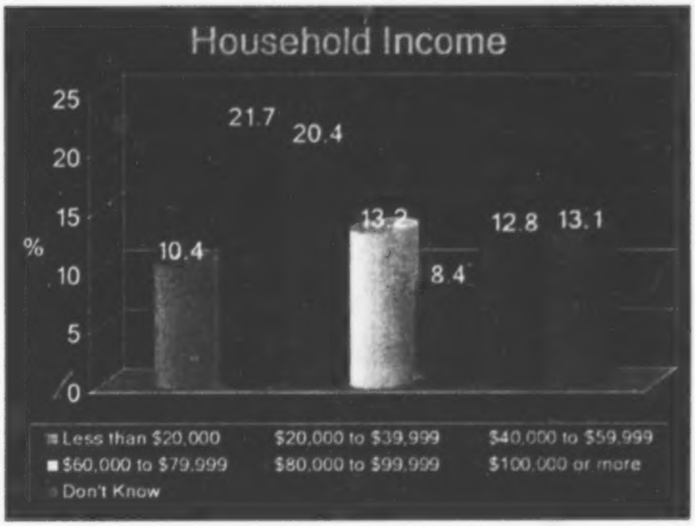


Chart 119

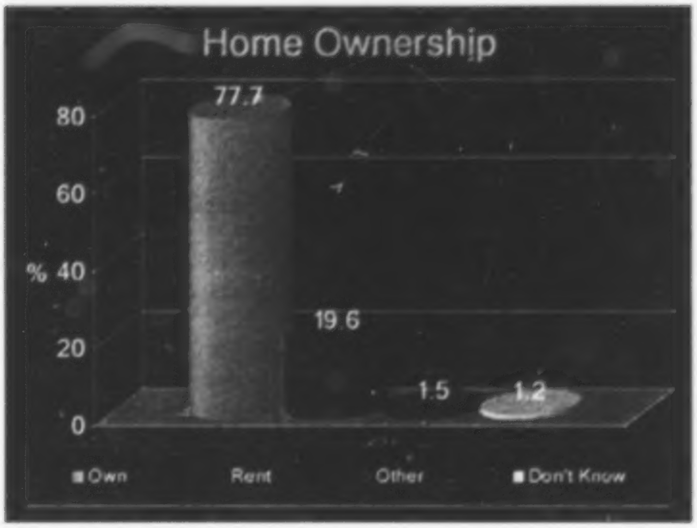
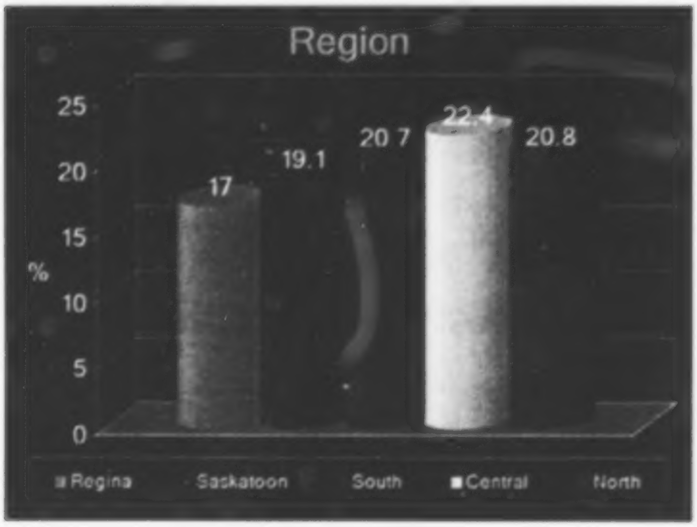


Chart 120



Department/Crown commissioning the work:

Executive Council

Date:	September/October 2006
Supplier:	Points West Consulting Inc. Regina
Cost:	$52,315.00

I. Methodology

Points West Consulting Inc. and Norsask Consumer Interviewing Services were commissioned by Saskatchewan Executive Council to conduct a province-wide public opinion survey on a wide range of public policy issues and attitudes. The telephone survey was conducted between September 26 and October 12, 2006.

The following report details the results of a survey of 1200 Saskatchewan residents who responded in full to the questionnaire. The report is divided accordingly amongst questions pertaining to: *Saskatchewan Watershed Authority*, *Saskatchewan Environment*, *Saskatchewan Learning*, *Saskatchewan Executive Council*, and *Saskatchewan Health*.

The survey data was weighted to ensure complete proportional population representation within the data for gender, geographic regions and aboriginal ancestry. A survey sample of 1200 respondents within the Saskatchewan population produces survey results with a Margin of Error of +/-2.8% to a 95% Confidence Level.

The survey results were reviewed and analyzed against a series of nine demographic and geographic variables, which included:

- Aboriginal Ancestry
- Age
- Education Level
- Employment Status
- Gender
- Geographic Region (Regina, Saskatoon, South, Central and North)
- Home Ownership
- Household Income
- Urban vs. Rural

Where the results of demographic sub-groups differed to a statistically significant extent from the Total Sample, they are displayed throughout this report.

II. Executive Summary

- 41.3% Strongly Agree *(5 on 5-point scale)* Saskatchewan *currently* has enough water to supply **Household Use**; 27.9% Strongly Agree Saskatchewan will have enough water in the *future* to supply **Household Use**

- 21.5% Strongly Agree *(5 on 5-point scale) quality* of water generally available in Saskatchewan for **Drinking Water** is adequate; 26.5% Strongly Agree *quality* of water generally available for **Household Use** is adequate

- Respondents rated *responsibility* of groups for ensuring quantity/quality of provincial **Watersheds/Aquifers** in following order (Percentage = rating of 5 on 5-point scale):
  - Provincial Government 51.3%
  - Federal Government 42.0%
  - Industry 41.4%
  - Municipal Governments 36.4%
  - Individual Citizens 32.6%

- 38.3% of those who visited **Provincial Parks** in 2006 said they were *Very Satisfied* (5 on 5-Point Scale) with their **Overall Experience**

- 51.3% of respondents rate **Saskatchewan's Green Strategy** as *Extremely Important* (5 on 5-Point Scale) and 46.4% of respondents *Strongly Agree* (5 on 5-Point Scale) Saskatchewan can "maintain a healthy environment, while achieving a productive and sustainable future"

- When asked to define **Saskatchewan's Green Strategy**, 42.8% of respondents said **Conservation/Preservation**

- 21.3% of respondents say Saskatchewan's **Kindergarten to Grade 12 Education System** is *Better* than that offered in the rest of Canada

- 25.2% of respondents rate the quality of services in **Saskatchewan's Public Library System** as *Excellent*

- 27.3% of respondents *Strongly Agree* the **Government of Saskatchewan Website** is "a good source of current information on government programs and priorities"; 22.9% of respondents *Strongly Agree* the **Government of Saskatchewan Website** is "easy to navigate and find information"

- 76.3% of survey respondents have had a **Drink of Alcohol** in the past *12 Months*. 23.1% of these respondents say they consume alcohol *Less than Once a Month*, while 3.6% say they consume alcohol *Everyday*

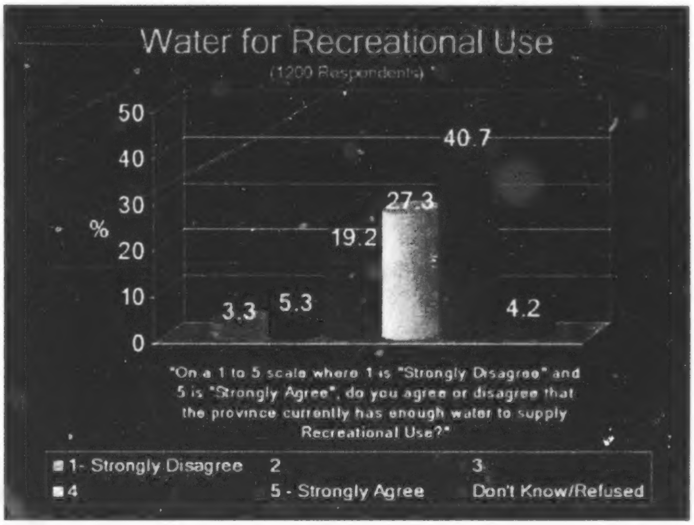
- 45.6% of survey respondents say **Alcohol Abuse** is a *Very Serious* problem in Saskatchewan today

- When asked to name the greatest concern they have about people **Drinking to Excess**, 63.5% of survey respondents listed *Health Problems*

III. Saskatchewan Watershed Authority

The survey began by asking respondents if the Province currently has enough water to supply **Recreational Use**. **Chart 1** shows 40.7% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement.

Chart 1



Throughout this report, demographic sub-groups, which varied significantly from the Total Sample response, will be displayed in **Demographic Variance** Charts. On these charts, the Total Sample response will always be displayed in an orange-colored column. To the left of the Total Sample response will be any demographic sub-groups, which were significantly *less likely* than the Total Sample to agree with that point of view. To the right of the Total Sample response will be any demographic sub-groups, which were *more likely* than the Total Sample to agree with that point view.

The first of these **Demographic Variance** Charts appears on the following page. **Chart 2** shows Homemakers were the *least likely* of all to *Strongly Agree* the Province currently has enough water to supply **Recreational Use** (24.9% vs. 40.7% for the Total Sample). At the other end of the scale, Self-Employed respondents were the *most likely* of all to *Strongly Agree* with this statement (55.7% vs. 40.7% for the Total Sample).

Chart 2

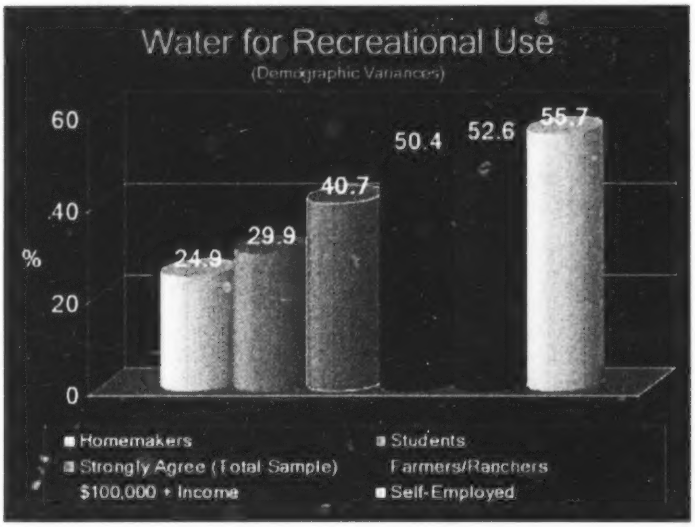


Chart 3 asks respondents if the Province will have enough water to supply Recreational Use in the Future. 25.5% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 5.8% *Strongly Disagree* (1 on a 5-point scale).

Chart 3

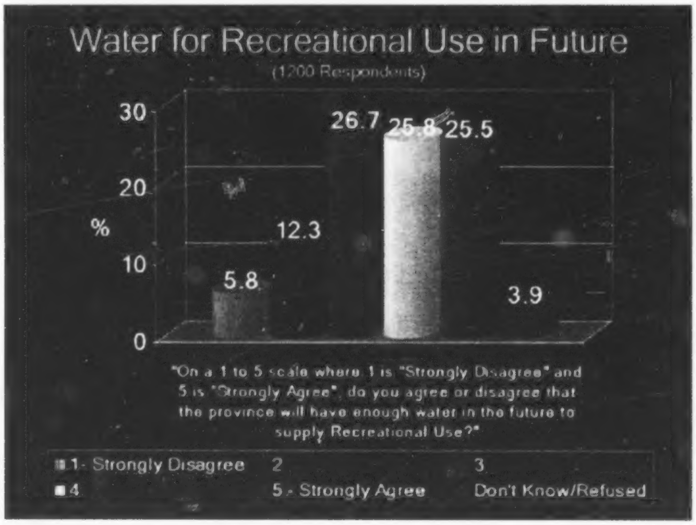


Chart 4 shows Homemakers were the *least likely* to *Strongly Agree* the Province has enough water to supply Recreational Use in the Future (15.4% vs. 25.5% for the Total Sample). At the other end of the scale, respondents with a Household Income of $100,000 or More were the *most likely* to *Strongly Agree* with this statement (37.1% vs. 25.5% for the Total Sample).

Chart 4

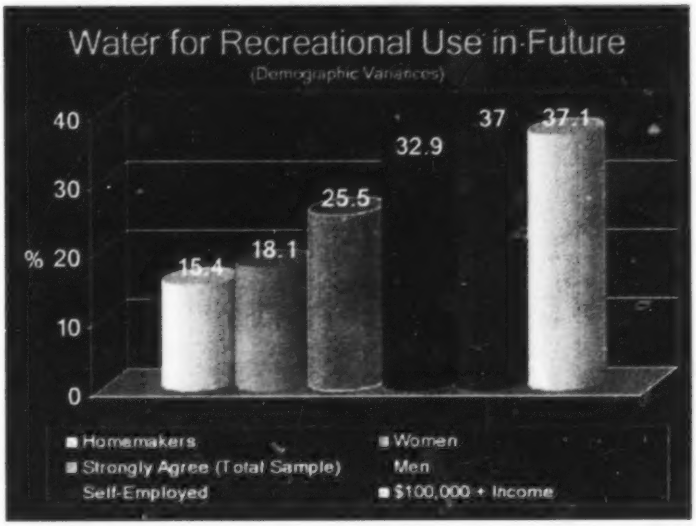


Chart 5 asks respondents if the Province currently has enough water to supply Household Use. 41.3% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 3.6% *Strongly Disagree* (1 on a 5-point scale).

Chart 5

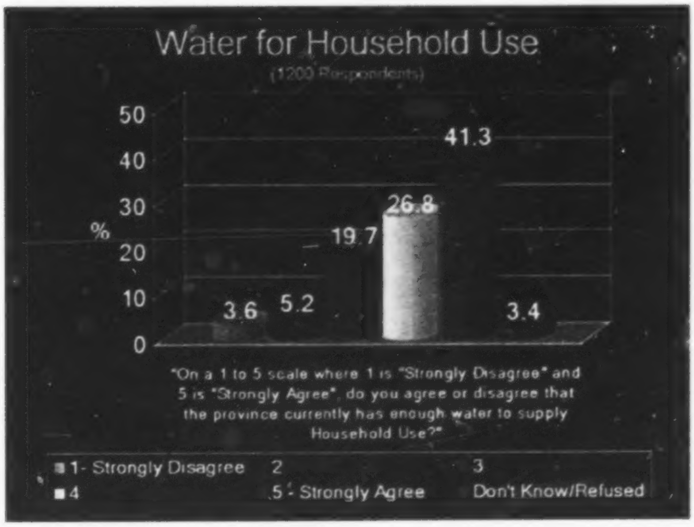


Chart 6 shows Homemakers were the *least likely* to *Strongly Agree* the Province currently has enough water to supply Household Use (32.8% vs. 41.3% for the Total Sample). At the other end of the scale, respondents with a Household Income of $100,000 or More were the *most likely* to *Strongly Agree* with this statement (52.1% vs. 41.3% for the Total Sample).

Chart 6

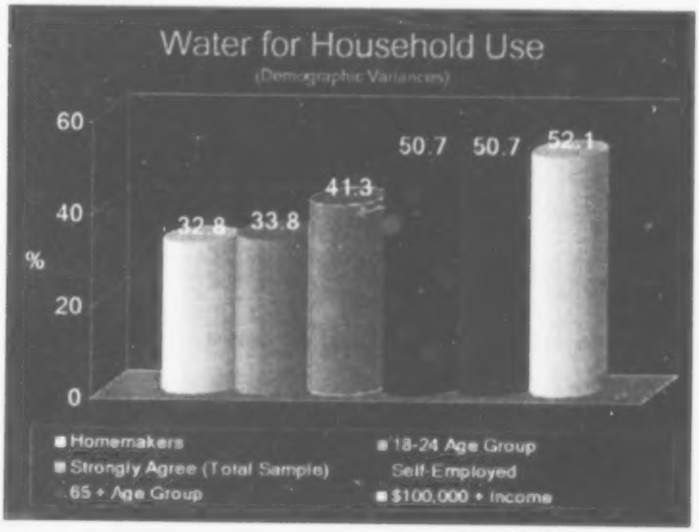


Chart 7 asks respondents if the Province currently has enough water to supply Household Use in the Future. 27.9% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 5.2% *Strongly Disagree* (1 on a 5-point scale).

Chart 7

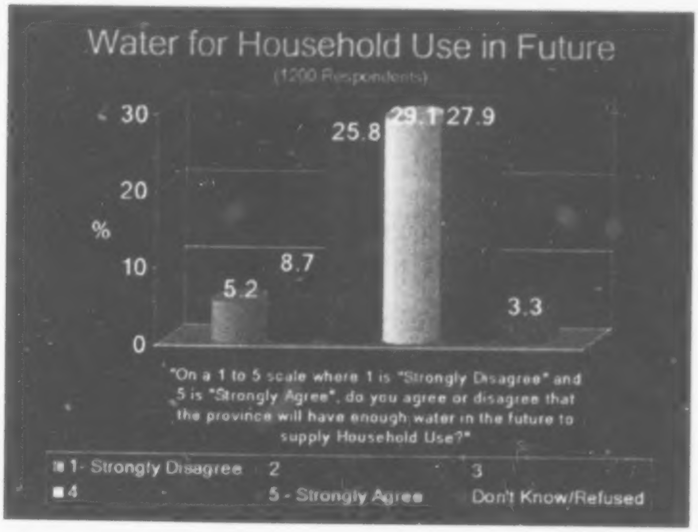


Chart 8 shows respondents from the South Region were the *least likely* to *Strongly Agree* the Province currently has enough water to supply Household Use in the Future (20.6% vs. 27.9% for the Total Sample). At the other end of the scale, respondents with a Household Income of $100,000 or More were the *most likely* to *Strongly Agree* with this statement (37.8% vs. 27.9% for the Total Sample).

Chart 8

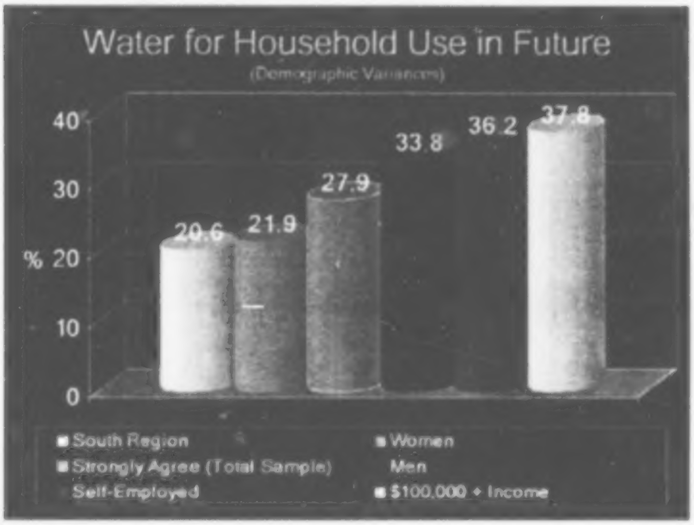
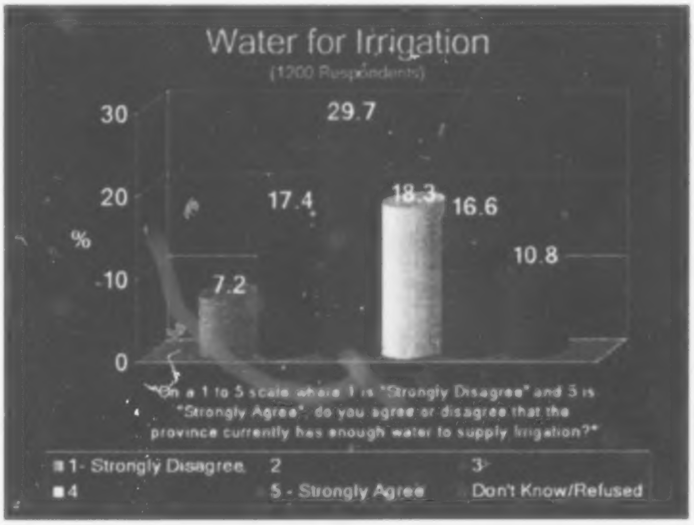


Chart 9 asks respondents if the Province currently has enough water to supply Irrigation. 16.6% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 7.2% *Strongly Disagree* (1 on a 5-point scale).

Chart 9



"On a 1 to 5 scale where 1 is "Strongly Disagree" and 5 is "Strongly Agree", do you agree or disagree that the province currently has enough water to supply Irrigation?"

Chart 10 shows Homemakers were the *least likely* to *Strongly Agree* the Province currently has enough water to supply Irrigation (5.9% vs. 16.6% for the Total Sample). At the other end of the scale, Students were the *most likely* to *Strongly Agree* with this statement (27.7% vs. 16.6% for the Total Sample).

Chart 10

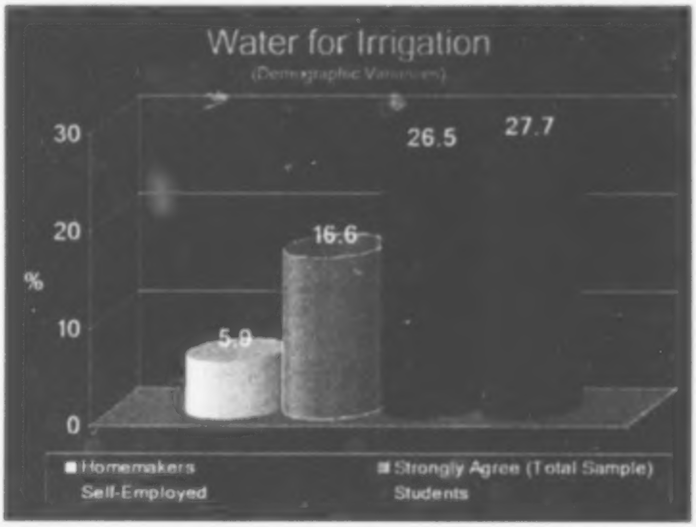


Chart 11 asks respondents if the Province currently has enough water to supply Irrigation in the Future. 11.8% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 11% *Strongly Disagree* (1 on a 5-point scale).

Chart 11

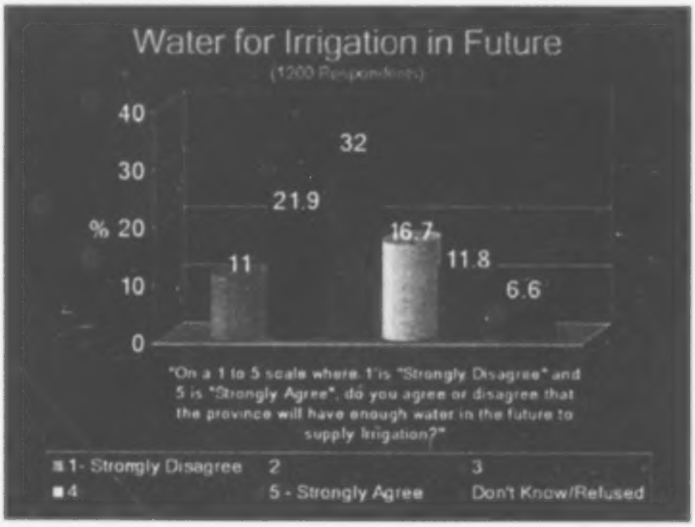


Chart 12 asks respondents if the Province currently has enough water to supply Industrial Use. 21.8% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 4.4% *Strongly Disagree* (1 on a 5-point scale).

Chart 12

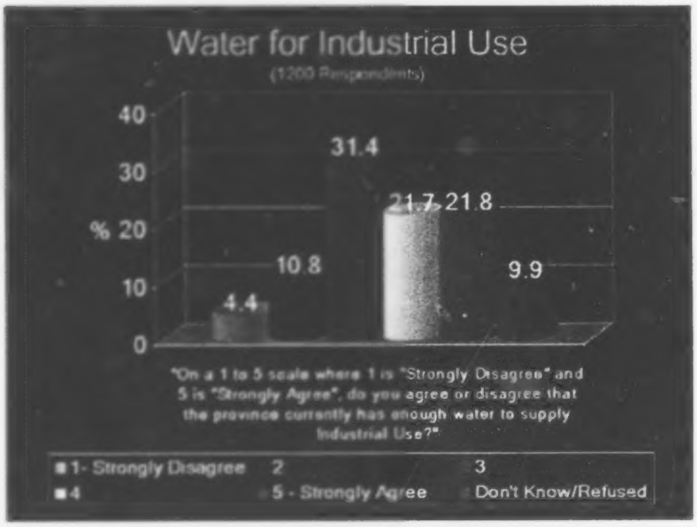


Chart 13 shows Homemakers were the *least likely* to *Strongly Agree* the Province currently has enough water to supply Industrial Use (9.5% vs. 21.8% for the Total Sample). At the other end of the scale, respondents with a Household Income of $100,000 or More were the *most likely* to *Strongly Agree* with this statement (30.6% vs. 21.8% for the Total Sample).

Chart 13

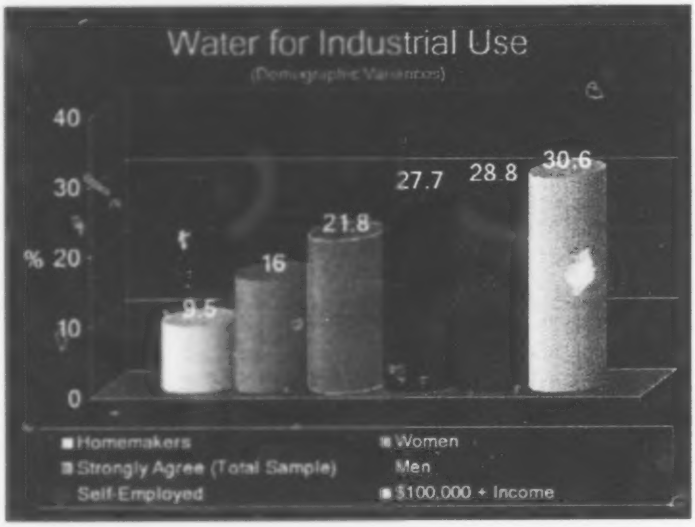
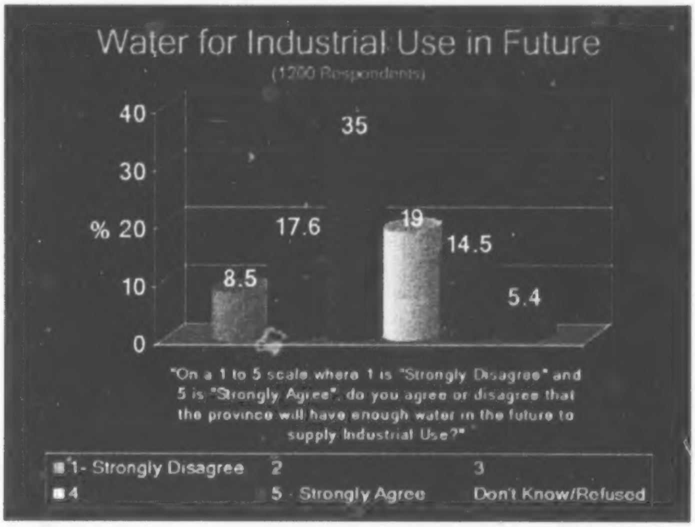


Chart 14 asks respondents if the Province currently has enough water to supply **Industrial Use in the Future**. 14.5% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 8.5% *Strongly Disagree* (1 on a 5-point scale).

Chart 14



"On a 1 to 5 scale where 1 is "Strongly Disagree" and 5 is "Strongly Agree", do you agree or disagree that the province will have enough water in the future to supply Industrial Use?"

Chart 15 shows Homemakers were the *least likely* to *Strongly Agree* the Province currently has enough water to supply **Industrial Use in the Future** (7% vs. 14.5% for the Total Sample). At the other end of the scale, respondents with a Household Income of $100,000 or More were the *most likely* to *Strongly Agree* with this statement (20.5% vs. 14.5% for the Total Sample).

Chart 15

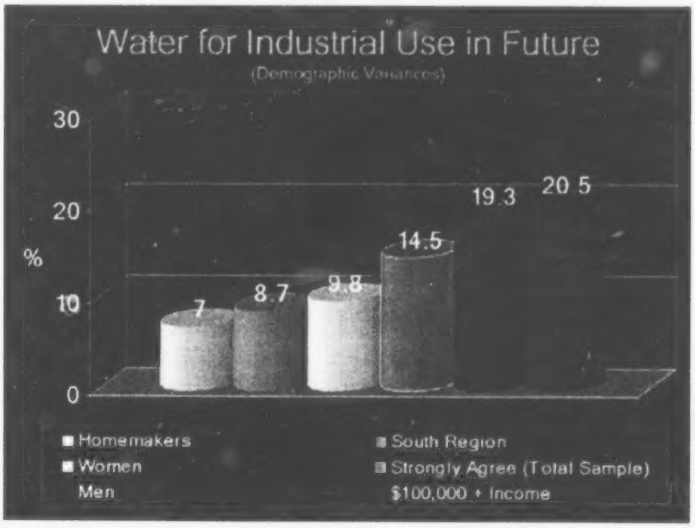


Chart 16 asks respondents if the Province currently has enough water to supply Livestock Production. 27.5% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 4% *Strongly Disagree* (1 on a 5-point scale).

Chart 16

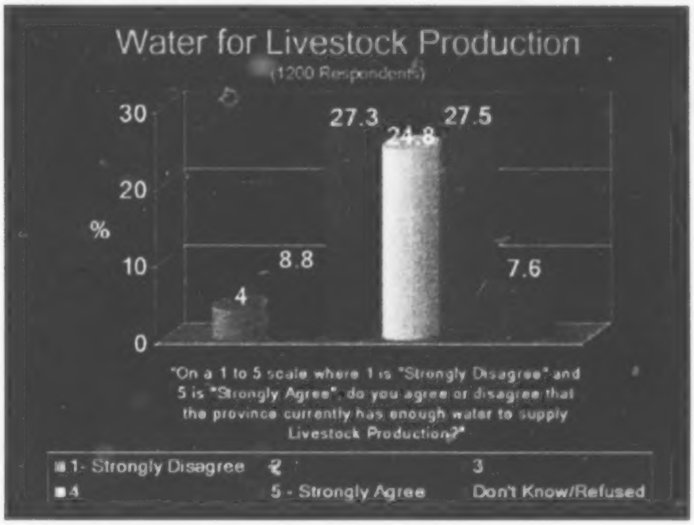


Chart 17 shows respondents in the 18 to 24 Age group were the *least likely* to *Strongly Agree* the Province currently has enough water to supply Livestock Production (19.4% vs. 27.5% for the Total Sample). At the other end of the scale, Farmers/Ranchers were the *most likely* to *Strongly Agree* with this statement (38.8% vs. 27.5% for the Total Sample).

Chart 17

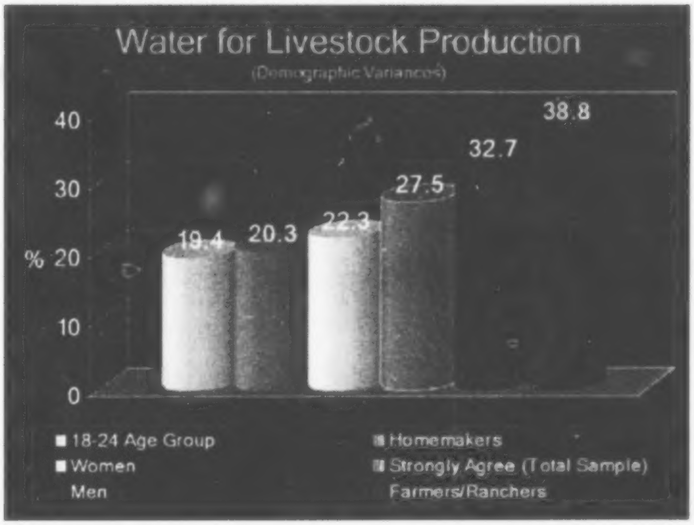


Chart 18 asks respondents if the Province currently has enough water to supply Livestock Production in the Future. 17.7% of all survey respondents *Strongly Agree* (5 on a 5-point scale) with this statement, while 6.8% *Strongly Disagree* (1 on a 5-point scale).

Chart 18

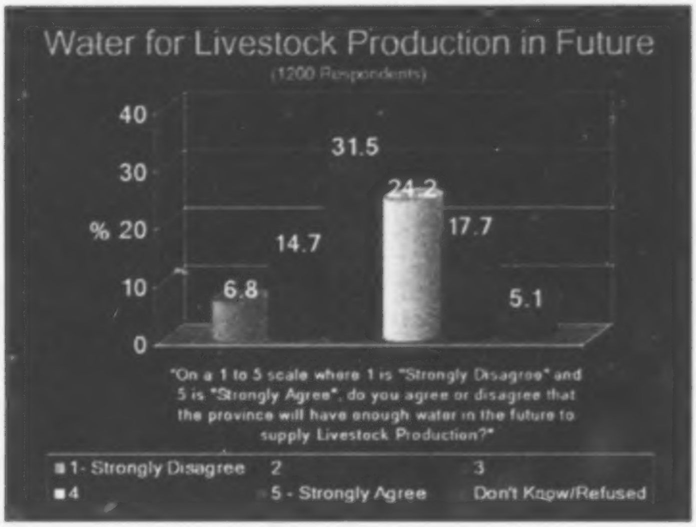
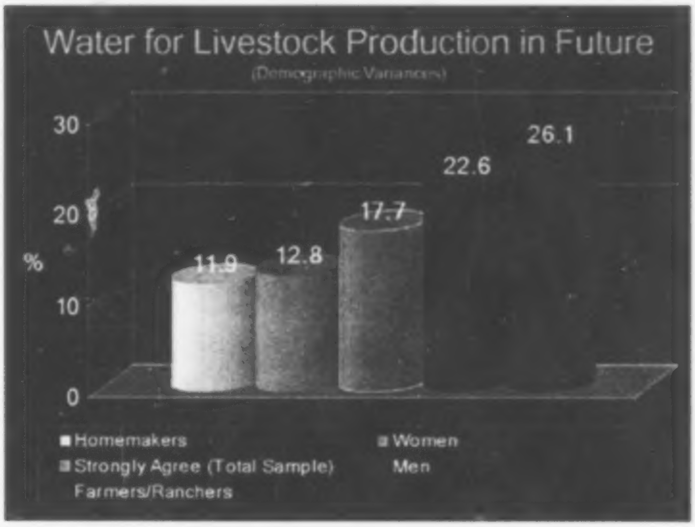


Chart 19 shows Homemakers were the *least likely* to *Strongly Agree* the Province currently has enough water to supply Livestock Production in the Future (11.9% vs. 17.7% for the Total Sample). At the other end of the scale, Farmers/Ranchers were the *most likely* to *Strongly Agree* with this statement (26.1% vs. 17.7% for the Total Sample).

Chart 19



To ensure a more complete comparison, **Chart 20** compares the **Mean Rating** (average numerical rating) given to test the adequacy of the Provincial water supply to support Recreational, Household, Irrigation, Industrial, and Livestock Production uses. These ratings include only those respondents who expressed an opinion; therefore, those who responded *Don't Know/Refused* were eliminated from the calculation. Using this form of comparison, both **Recreational Use** (4.01%) and **Household Use** (4.01%) received the highest adequacy rating, and **Irrigation** (3.22%) the lowest adequacy rating.

Chart 20

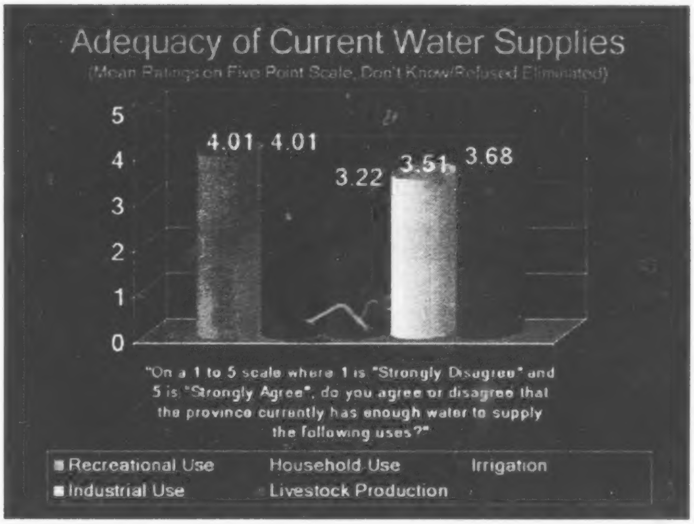


Chart 21 on the following page compares the **Mean Rating** (average numerical rating) given to test the issue of adequacy of the Provincial water supply to support Recreational, Household, Irrigation, Industrial, and Livestock Production uses in the **Future**. Using this form of comparison, **Household Use** (3.68%) received the highest future adequacy rating, and **Irrigation** (2.96%) the lowest future adequacy rating.

Chart 21

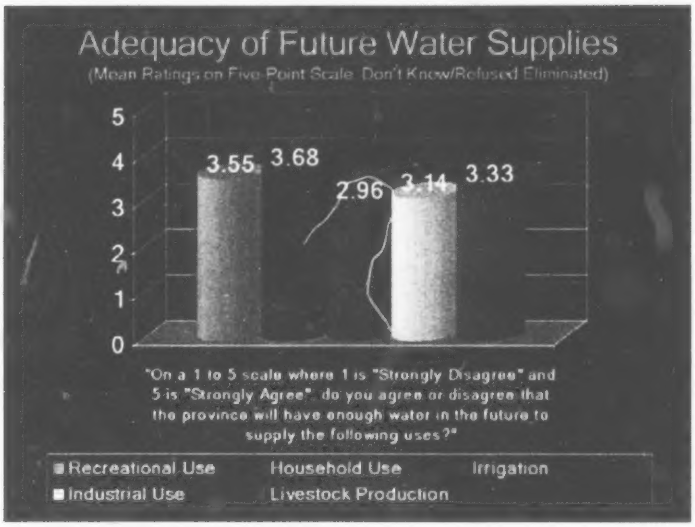


Chart 22 asks respondents to rate the level of *Responsibility* **Individual Citizens** have for ensuring the quantity and quality of provincial watersheds and aquifers. 32.6% of all survey respondents gave a *Very High* rating (5 on a 5-point scale), while 4.5% gave a *Very Low* rating (1 on a 5-point scale).

Chart 22

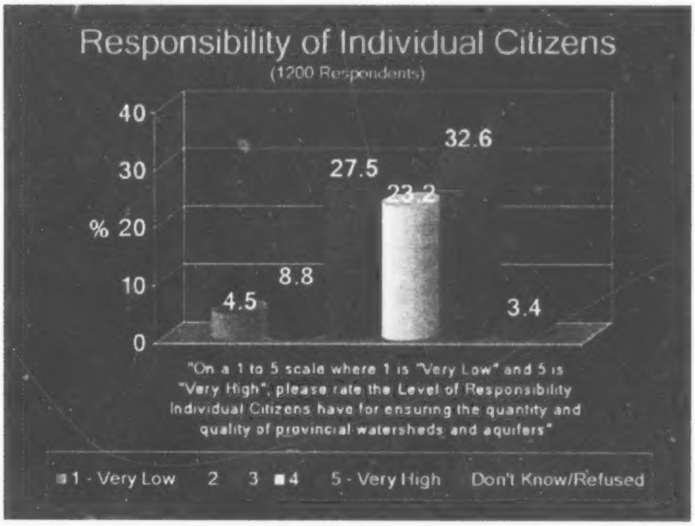


Chart 23 shows respondents from the 25 to 34 Age group were the *least likely* to rate the level of *Responsibility* Individual Citizens have for ensuring the quantity and quality of provincial watersheds and aquifers as *Very High* (22.7% vs. 32.6% for the Total Sample).

Chart 23

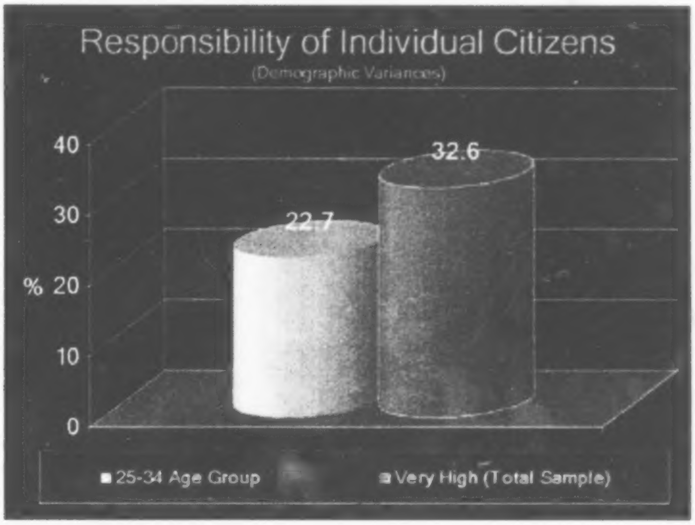


Chart 24 asks respondents to rate the level of *Responsibility* Industry has for ensuring the quantity and quality of provincial watersheds and aquifers. 41.4% of all survey respondents gave a *Very High* rating (5 on a 5-point scale), while 4.2% gave a *Very Low* rating (1 on a 5-point scale).

Chart 24

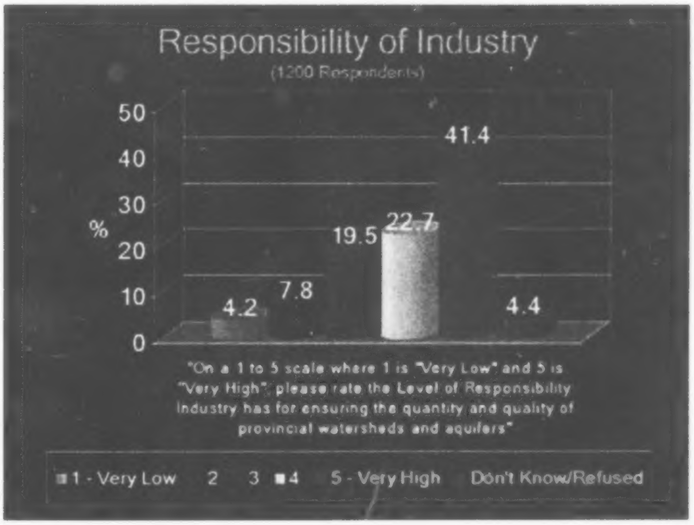


Chart 25 shows respondents with a Household Income of $20,000 or Less were the *least likely* to rate the level of *Responsibility* Industry has for ensuring the quantity and quality of provincial watersheds and aquifers as *Very High* (27.4% vs. 41.4% for the Total Sample). At the other end of the scale, Homemakers were the *most likely* to give a *Very High* Rating (49.8% vs. 41.4% for the Total Sample).

Chart 25

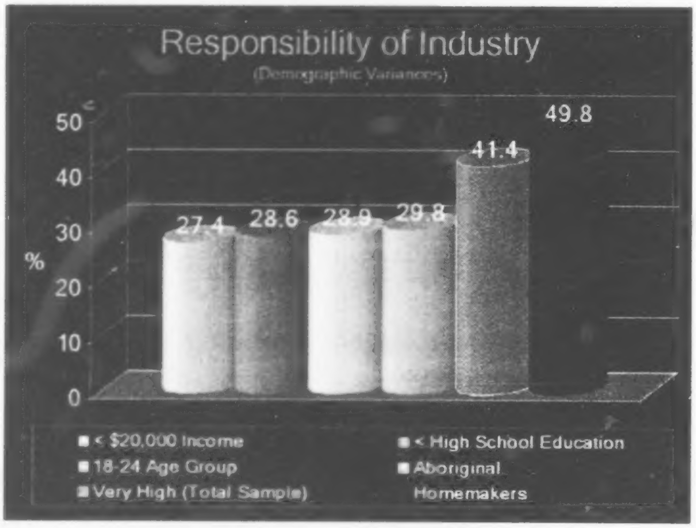


Chart 26 asks respondents to rate the level of *Responsibility* Municipal Governments have for ensuring the quantity and quality of provincial watersheds and aquifers. 36.4% of all survey respondents gave a *Very High* rating (5 on a 5-point scale), while 3.5% gave a *Very Low* rating (1 on a 5-point scale).

Chart 26

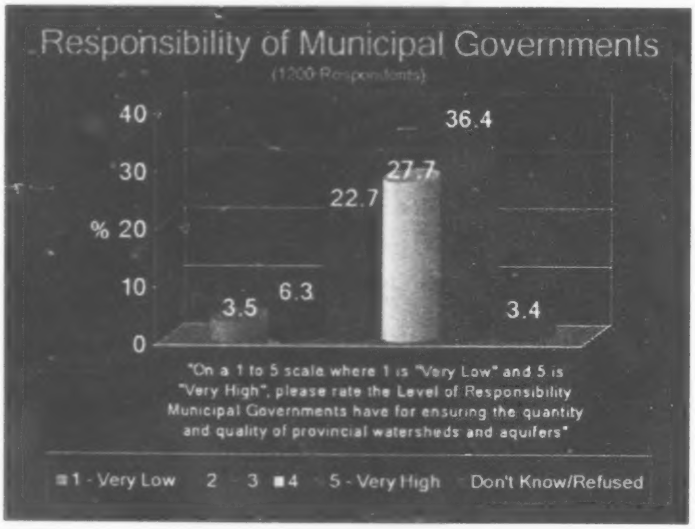


Chart 27 shows respondents with Less than a High School Education were the *least likely* to rate the level of *Responsibility* Municipal Governments have for ensuring the quantity and quality of provincial watersheds and aquifers as *Very High* (24.7% vs. 36.4% for the Total Sample). At the other end of the scale, Women were the *most likely* to give a *Very High* Rating (41% vs. 36.4% for the Total Sample).

Chart 27

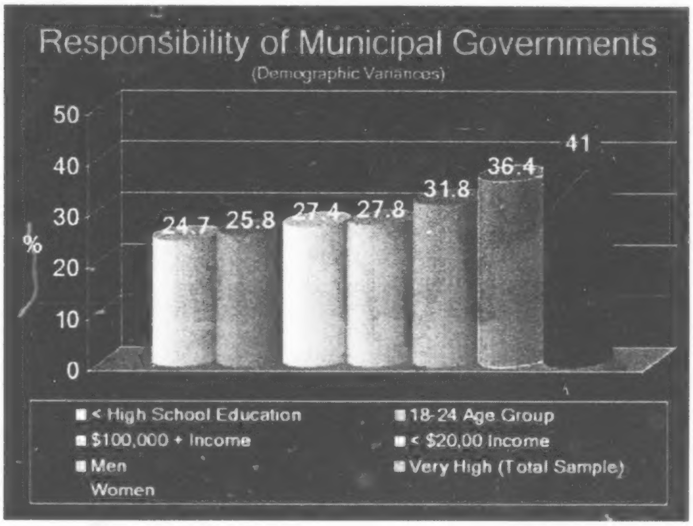


Chart 28 asks respondents to rate the level of *Responsibility* the Provincial Government has for ensuring the quantity and quality of provincial watersheds and aquifers. 51.3% of all survey respondents gave a *Very High* rating (5 on a 5-point scale), while 4% gave a *Very Low* rating (1 on a 5-point scale).

Chart 28

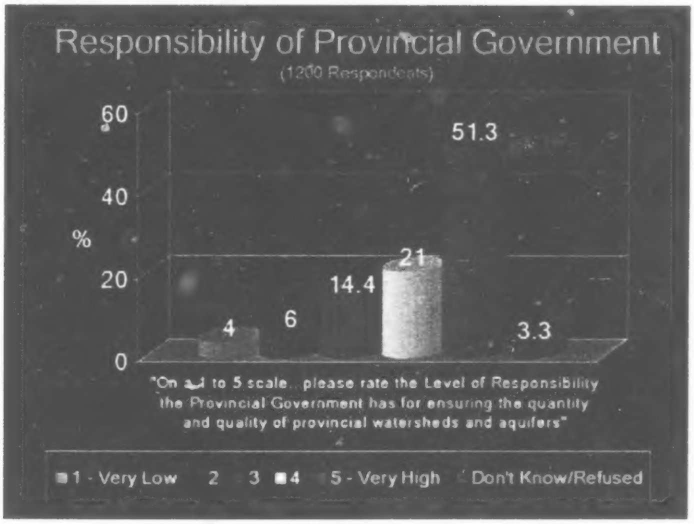


Chart 29 shows respondents with Less than a High School Education were *least likely* to rate the level of *Responsibility* the Provincial Government has for ensuring the quantity and quality of provincial watersheds and aquifers as *Very High* (34% vs. 51.3% for the Total Sample). Conversely, respondents with a Household Income of $100,000 or More were the *most likely* to give a *Very High* Rating (61.4% vs. 51.3% for the Total Sample).

Chart 29

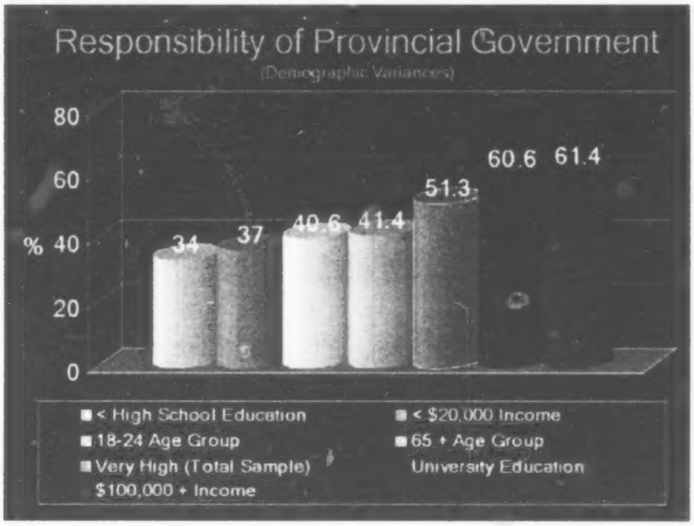


Chart 30 asks respondents to rate the level of *Responsibility* the Federal Government has for ensuring the quantity and quality of provincial watersheds and aquifers. 42% of all survey respondents gave a *Very High* rating (5 on a 5-point scale), while 6.2% gave a *Very Low* rating (1 on a 5-point scale).

Chart 30

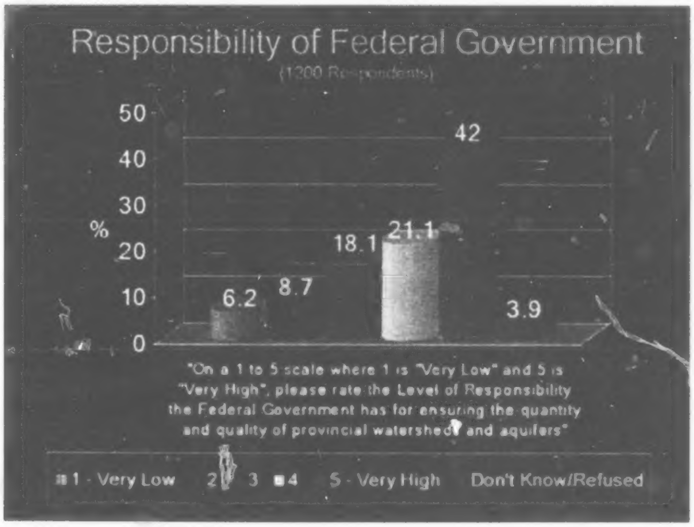


Chart 31 shows respondents with a Household Income of $20,000 or Less were *least likely* to rate the level of *Responsibility* the **Federal Government** has for ensuring the quantity and quality of provincial watersheds and aquifers as *Very High* (30.7% vs. 42% for the Total Sample). At the other end of the scale, Homemakers were the *most likely* to give a *Very High* Rating (51% vs. 42% for the Total Sample).

Chart 31

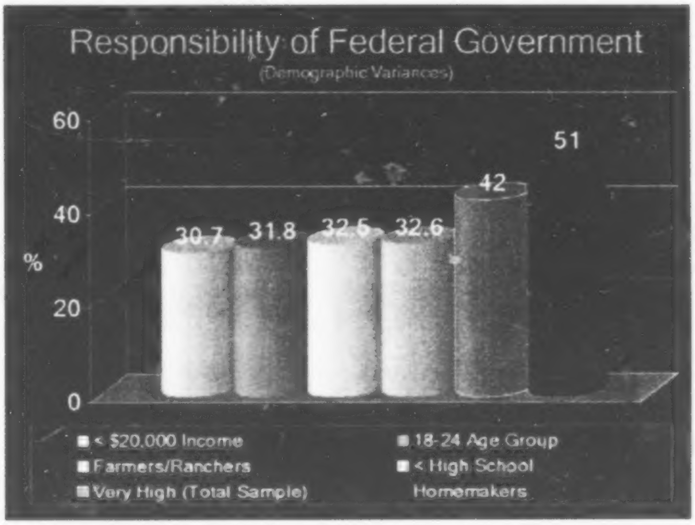
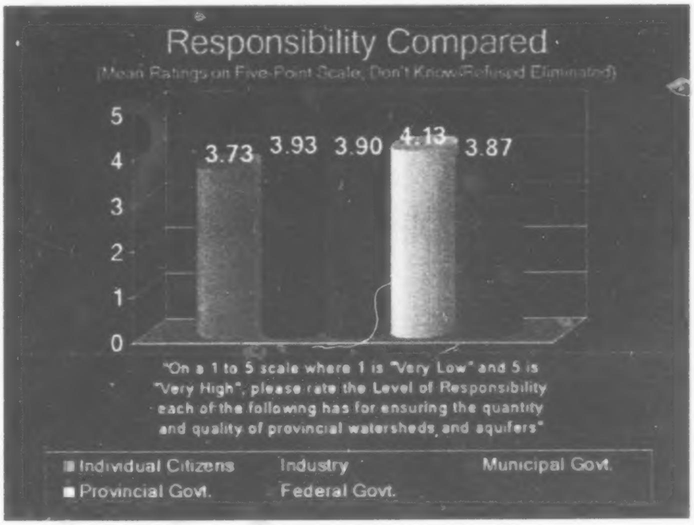


Chart 32 compares the **Mean Rating** (average numerical rating) given to test the level of *Responsibility* for ensuring the quantity and quality of provincial watersheds and aquifers. Using this form of comparison, the **Provincial Government** (4.13%) received the *highest* Responsibility rating, and Individual Citizens (3.73%) the *lowest* Responsibility rating.

Chart 32



"On a 1 to 5 scale where 1 is "Very Low" and 5 is "Very High", please rate the Level of Responsibility each of the following has for ensuring the quantity and quality of provincial watersheds and aquifers"

Chart 33 asks respondents where they would look first for information about the **Quantity** of water available in the province. 32.7% of all survey respondents said the *Internet/Website*, and 32.6% listed the *Provincial Government*.

Chart 33

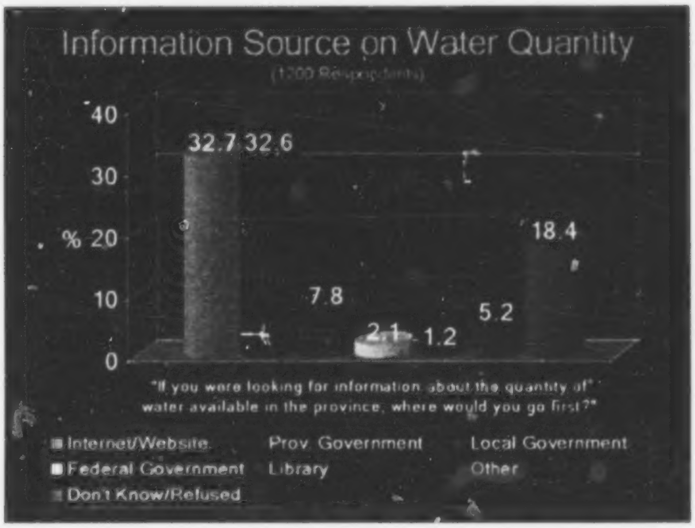


Chart 34 asks respondents where they would look first for information about the **Quality** of water available in the province. 35.5% of all survey respondents said the *Provincial Government*, and 30.4% listed the *Internet/Website*.

Chart 34

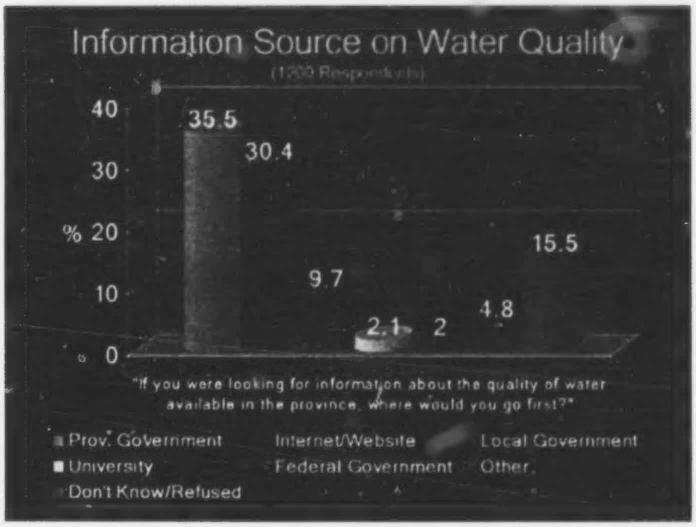


Chart 35 asks respondents to rate if the *Quality of Water* in the province is adequate for **Drinking Water**. 21.5% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 9% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 35

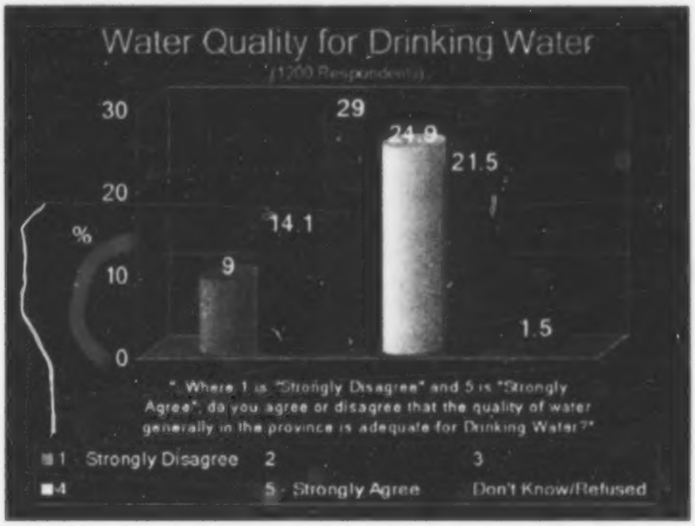


Chart 36 shows only two demographic sub-groups were significantly *more likely* to *Strongly Agree* the quality of water in the province is adequate for **Drinking Water**. Students were the *most likely* to agree with this statement (31.1% vs. 21.5% for the Total Sample).

Chart 36

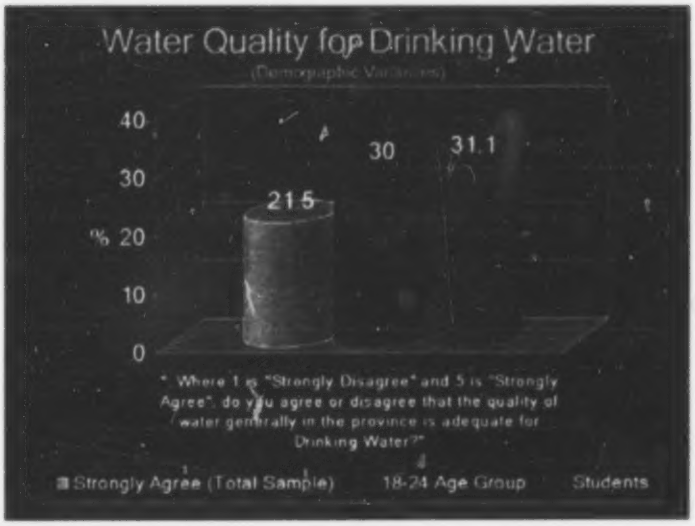


Chart 37 asks respondents to rate if the *Quality of Water* in the province is adequate for **Household Use**. 26.5% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 5.2% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 37

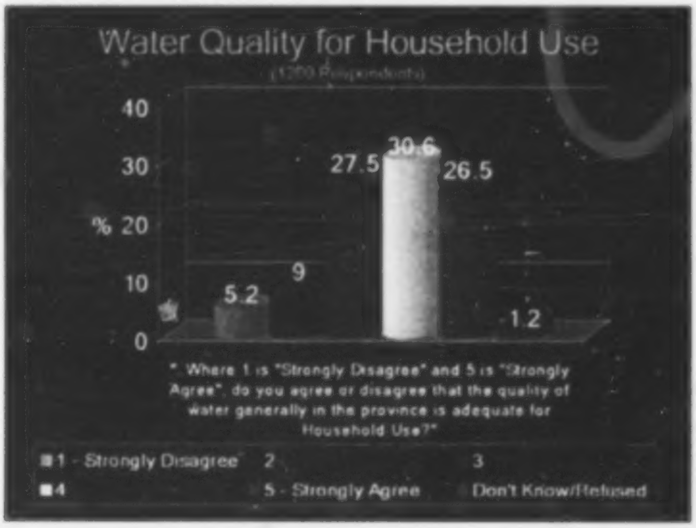


Chart 38 shows only two demographic sub-groups were significantly *more likely* to *Strongly Agree* the quality of water in the province is adequate for **Household Use**. Students were the *most likely* to agree with this statement (40.9% vs. 26.5% for the Total Sample).

Chart 38

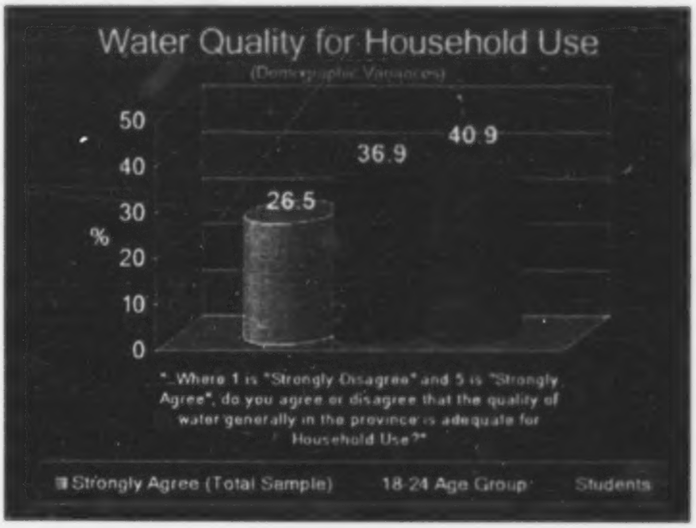


Chart 39 asks respondents to rate if the *Quality of Water* in the province is adequate for Fish and Wildlife. 24.9% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 4% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 39

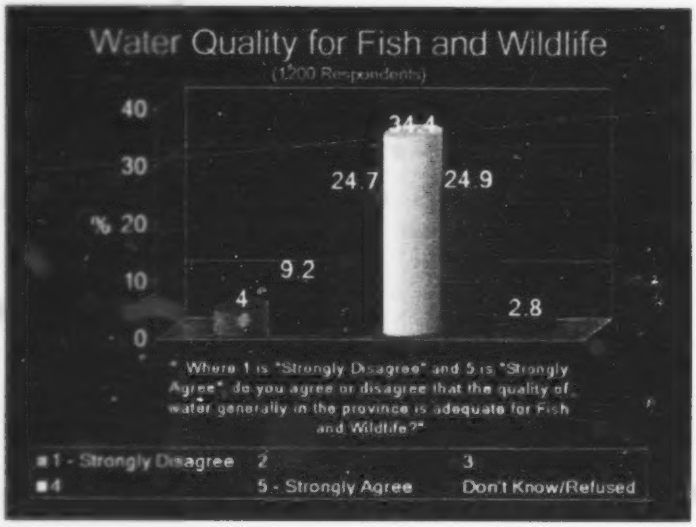


Chart 40 shows only two demographic sub-groups were significantly *more likely* to *Strongly Agree* the quality of water in the province is adequate for Fish and Wildlife. Respondents with a Household Income of $100,000 or More were *most likely* to agree with this statement (33.5% vs. 24.9% for the Total Sample).

Chart 40

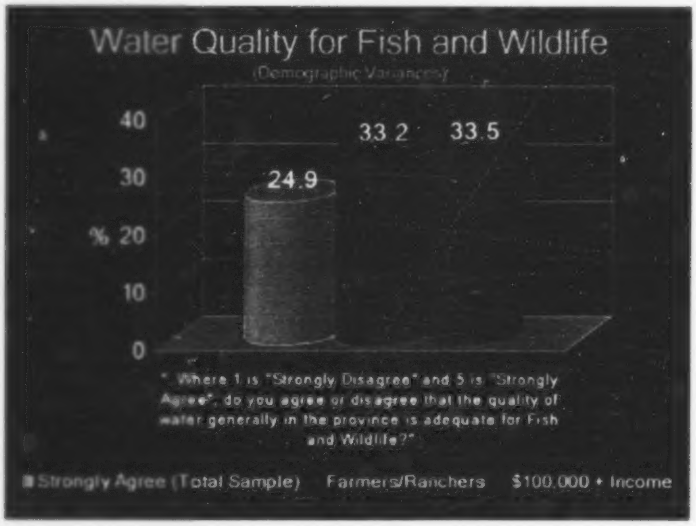


Chart 41 asks respondents to rate if the *Quality of Water* in the province is adequate for Livestock. 29.4% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 2.9% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 41

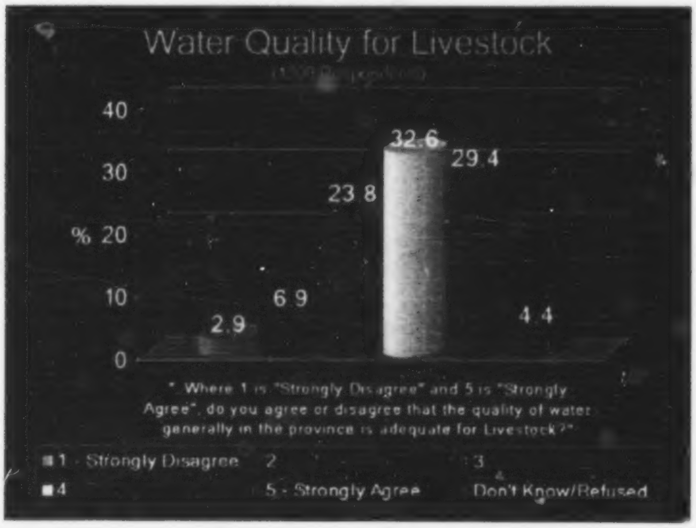


Chart 42 shows Aboriginal respondents were significantly *less likely* to *Strongly Agree* the quality of water in the province is adequate for Livestock (19.9% vs. 29.4% for the Total Sample). At the other end of the scale, Farmers/Ranchers were significantly *more likely* to *Strongly Agree* with this statement (39.8% vs. 29.4% for the Total Sample).

Chart 42

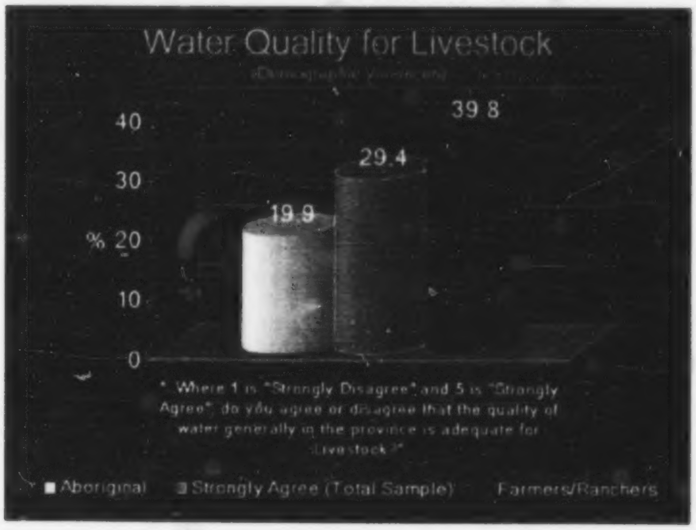


Chart 43 asks respondents to rate if the *Quality of Water* in the province is adequate for Recreation. 33.3% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 2.5% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 43

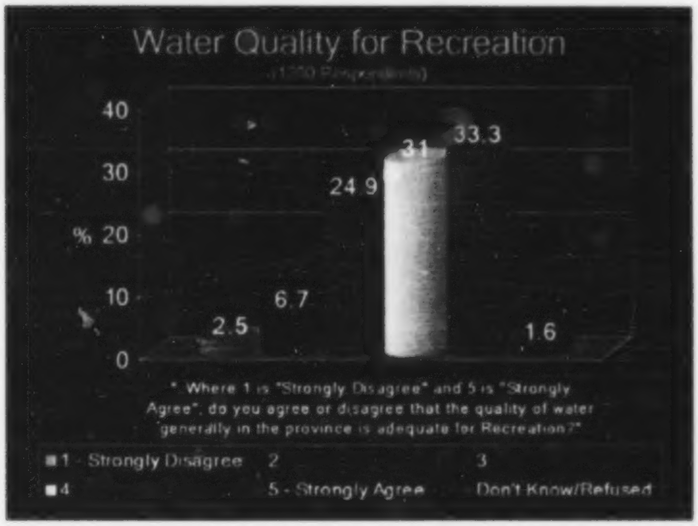


Chart 44 shows Aboriginal respondents were significantly *less likely* to *Strongly Agree* the quality of water in the province is adequate for Recreation (19.8% vs. 33.3% for the Total Sample). At the other end of the scale, respondents with a Household Income of $100,000 or More were significantly *more likely* to *Strongly Agree* with this statement (48.4% vs. 33.3% for the Total Sample).

Chart 44

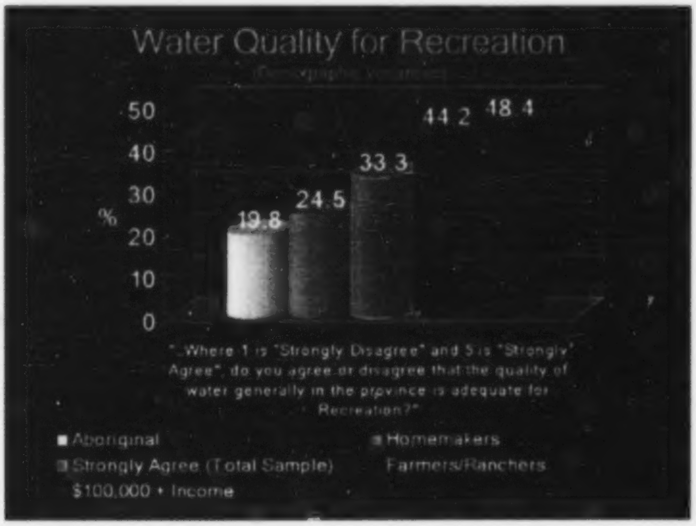


Chart 45 compares the **Mean Rating** (average numerical rating) given to test the adequacy of Water Quality in the province. Using this form of comparison, **Recreation** (3.87%) received the *highest* Adequacy rating, and **Drinking Water** (3.36%) the *lowest* Adequacy rating.

Chart 45

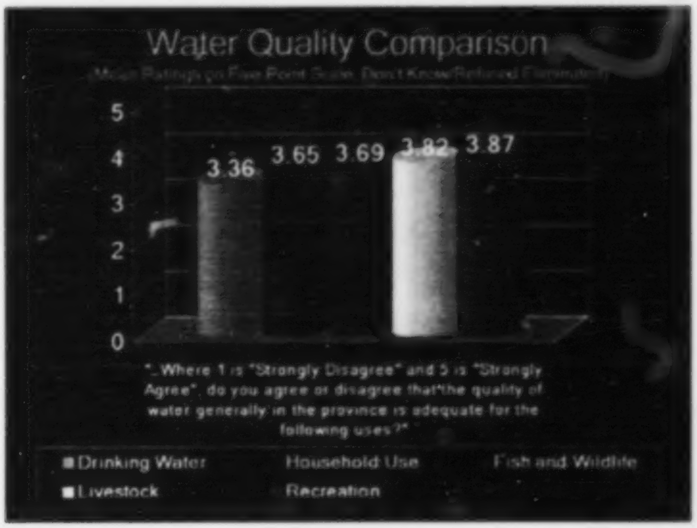


Chart 46 asks respondents to rate if the Provincial Government is doing enough to ensure adequate **Quality of Water in Provincial Watersheds**. 8.2% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 11.6% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 46

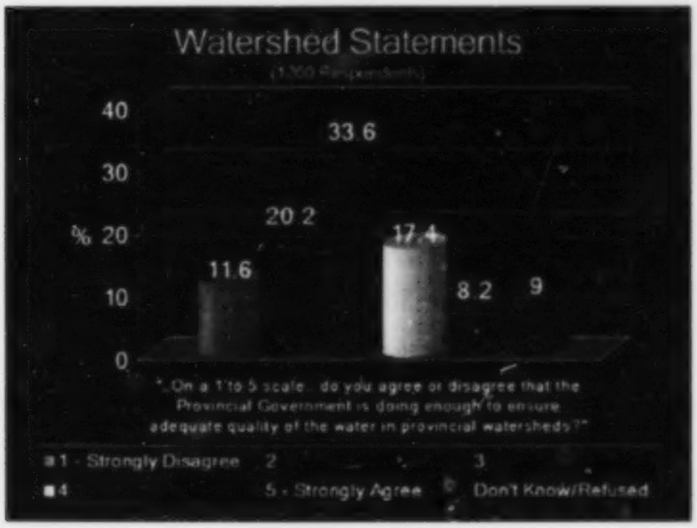


Chart 47 shows respondents Aged 25 to 29 were significantly *less likely* to *Strongly Agree* the Provincial Government is doing enough to ensure adequate **Quality of Water in Provincial Watersheds** (2.8% vs. 8.2% for the Total Sample). At the other end of the scale, Self-Employed respondents were significantly *more likely* to agree with this statement (12.9% vs. 8.2% for the Total Sample).

Chart 47

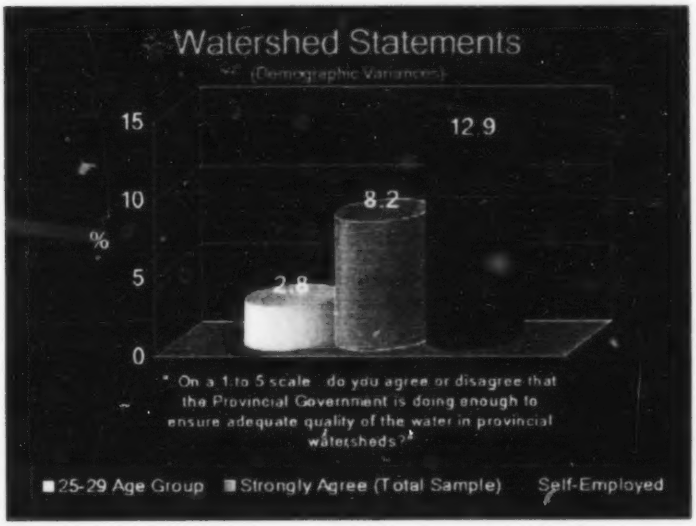


Chart 48 asks respondents to rate if the Provincial Government is doing enough to ensure adequate **Quantity of Water in Provincial Watersheds**. 8% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 8.5% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 48

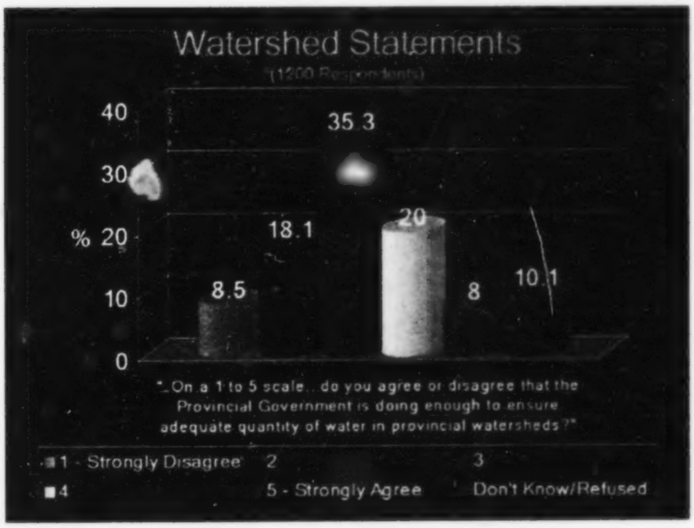


Chart 49 shows respondents Aged 25 to 29 were significantly *less likely* to *Strongly Agree* the Provincial Government is doing enough to ensure adequate **Quantity of Water in Provincial Watersheds** (3.2% vs. 8% for the Total Sample). At the other end of the scale, Self-Employed respondents were significantly *more likely* to agree with this statement (13.6% vs. 8% for the Total Sample).

Chart 49

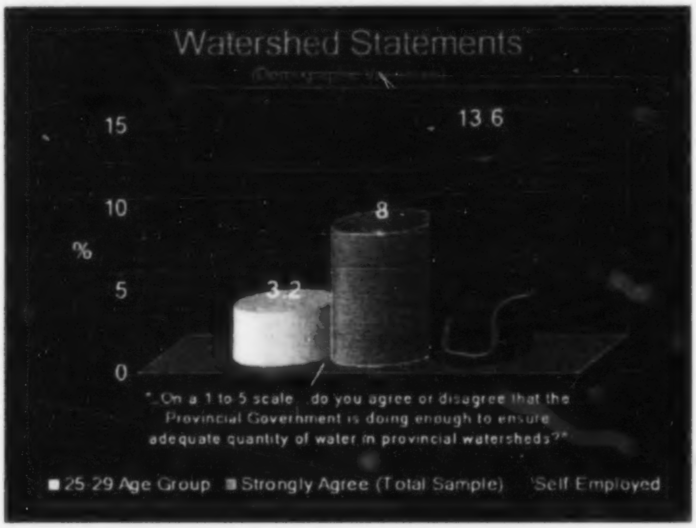


Chart 50 compares the **Mean Rating** (average numerical rating) given to test the adequacy of Water Quantity and Quality in Provincial Watersheds. Using this form of comparison, **Quantity** (3.01%) received the *highest* Adequacy rating, and **Quality** (2.89%) the *lowest* Adequacy rating.

Chart 50

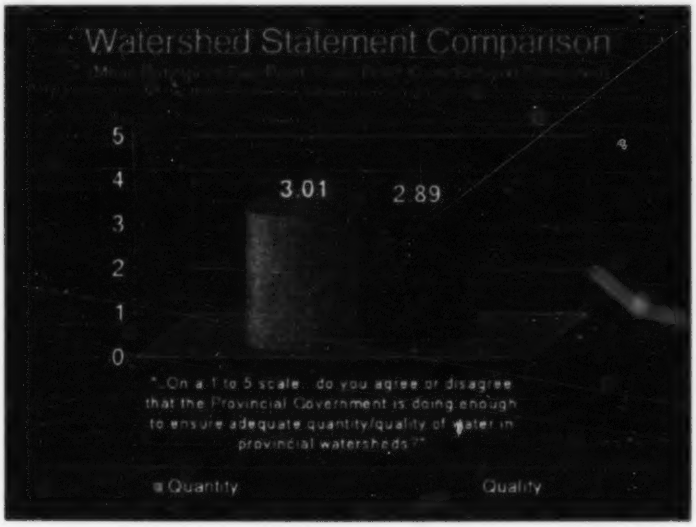


Chart 51 asks respondents to rate if the Provincial Government is doing enough to ensure adequate **Quality of Water in Provincial Aquifers**. 4.5% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 11.1% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 51

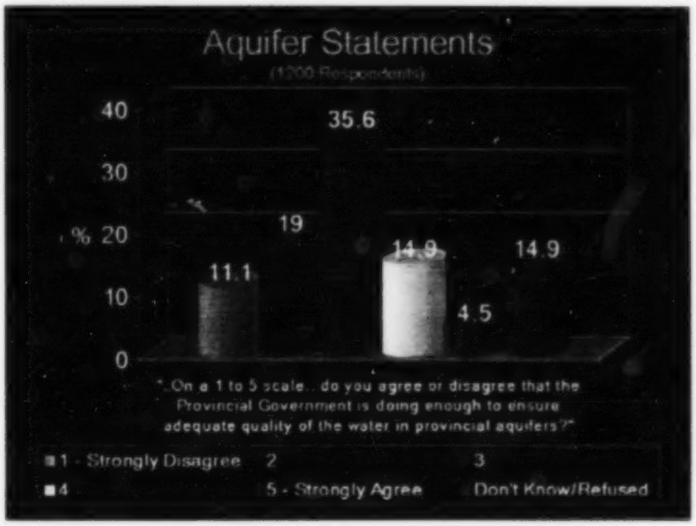


Chart 52 shows respondents Aged 25 to 29 were significantly *less likely* to *Strongly Agree* the Provincial Government is doing enough to ensure adequate **Quality of Water in Provincial Aquifers** (1.8% vs. 4.5% for the Total Sample). At the other end of the scale, respondents with a Household Income of $100,000 or More were significantly *more likely* to agree with this statement (10.1% vs. 4.5% for the Total Sample).

Chart 52

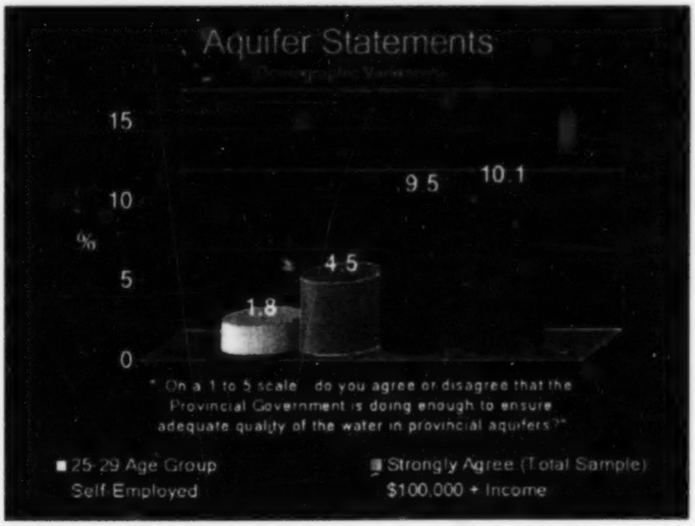


Chart 53 asks respondents to rate if the Provincial Government is doing enough to ensure adequate **Quantity of Water in Provincial Aquifers**. 6.3% of respondents *Strongly Agree* (5 on a 5-point scale) the water is adequate, while 8.8% *Strongly Disagree* (1 on a 5-point scale) with this statement.

Chart 53

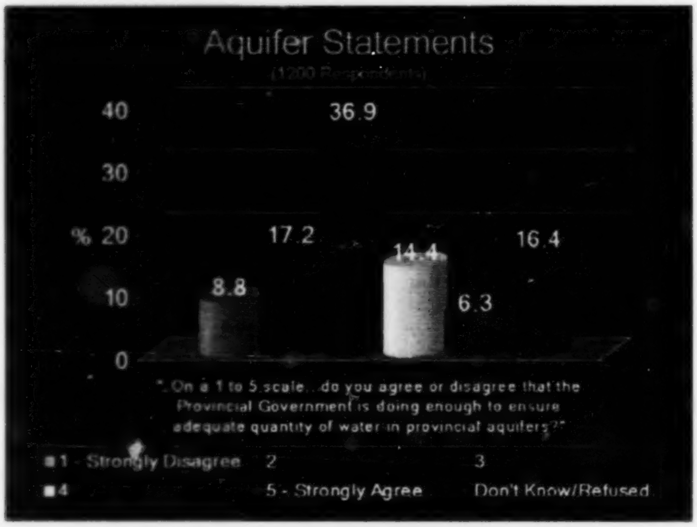


Chart 54 shows only one demographic sub-group differed significantly from the Total Sample. Students were significantly *more likely* to *Strongly Agree* the Provincial Government is doing enough to ensure adequate **Quantity of Water in Provincial Aquifers** (18.3% vs. 6.3% for the Total Sample).

Chart 54

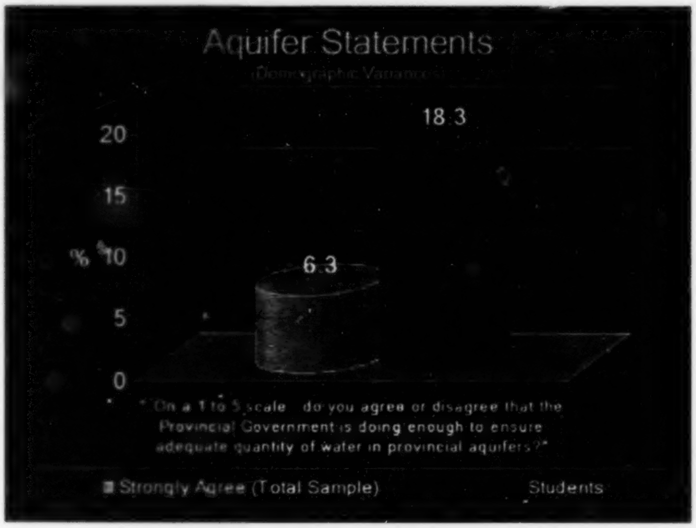
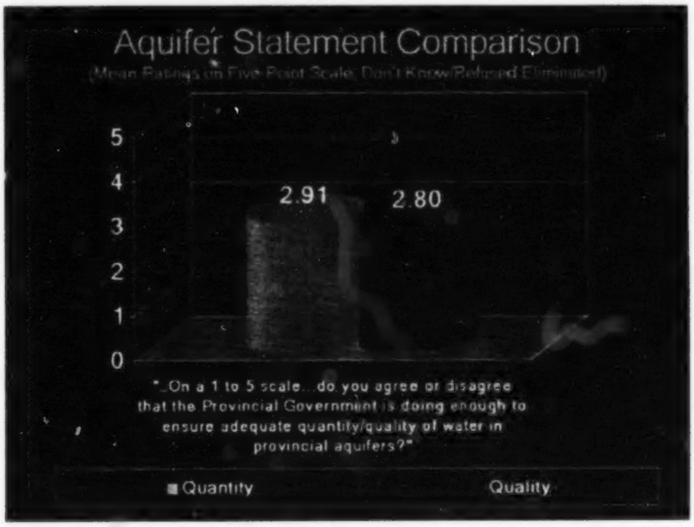


Chart 55 compares the **Mean Rating** (average numerical rating) given to test the adequacy of Water Quantity and Quality in Provincial Aquifers. Using this form of comparison, **Quantity** (2.91%) received the *highest* Adequacy rating, and **Quality** (2.80%) the *lowest* Adequacy rating.

Chart 55



IV. Saskatchewan Environment

The survey next asked respondents questions pertaining to Saskatchewan Environment. Chart 56 shows 59.7% of all survey respondents Visited a Saskatchewan Provincial Park in 2006.

Chart 56

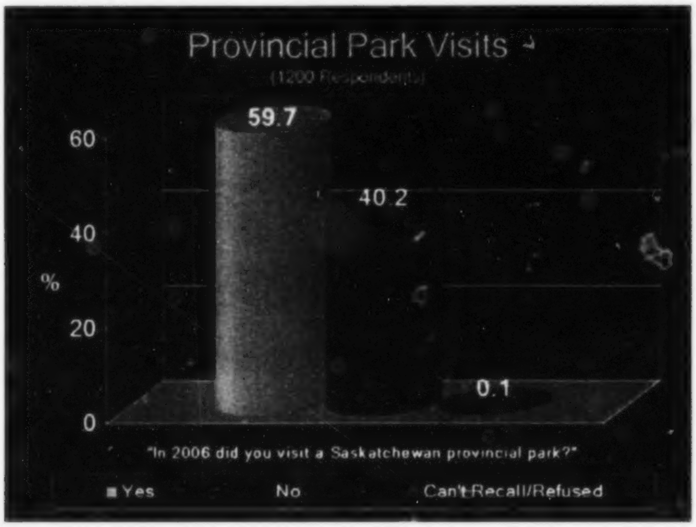


Chart 57 shows five demographic sub-groups significantly *less likely* than the Total Sample to have visited a Saskatchewan provincial park in 2006. Respondents 65 Years of Age and Older were the *least likely* to have Visited a Saskatchewan Provincial Park (43.5% vs. 59.7% for the Total Sample).

Chart 57

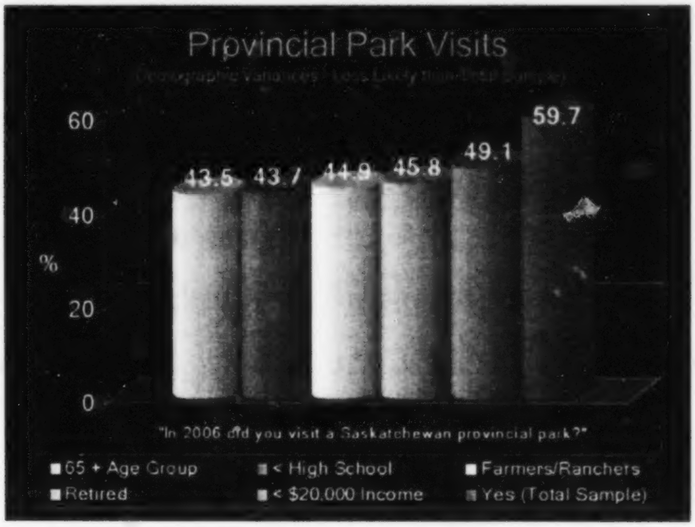


Chart 58 shows five demographic sub-groups significantly *more likely* than the Total Sample to have visited a Saskatchewan provincial park in 2006. Respondents Aged 25 to 29 were the *most likely* to have Visited a Saskatchewan Provincial Park (72.2% vs. 59.7% for the Total Sample).

Chart 58

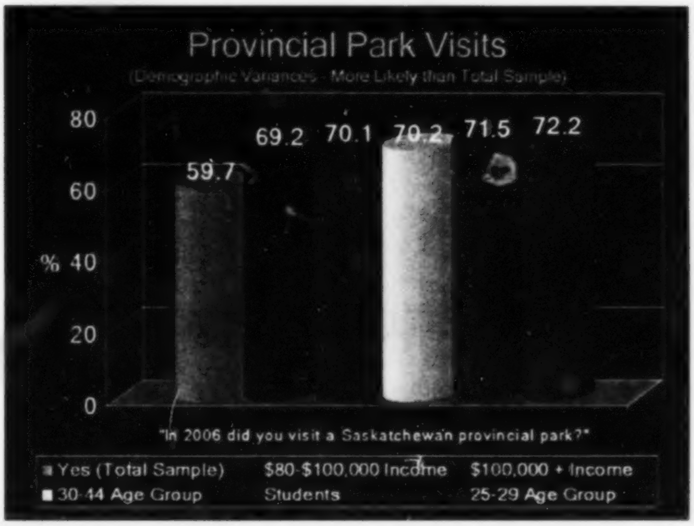


Chart 59 indicates that of the 716 respondents who said they had Visited a Saskatchewan Provincial Park in 2006, 34.4% were *Very Satisfied*.

Chart 59

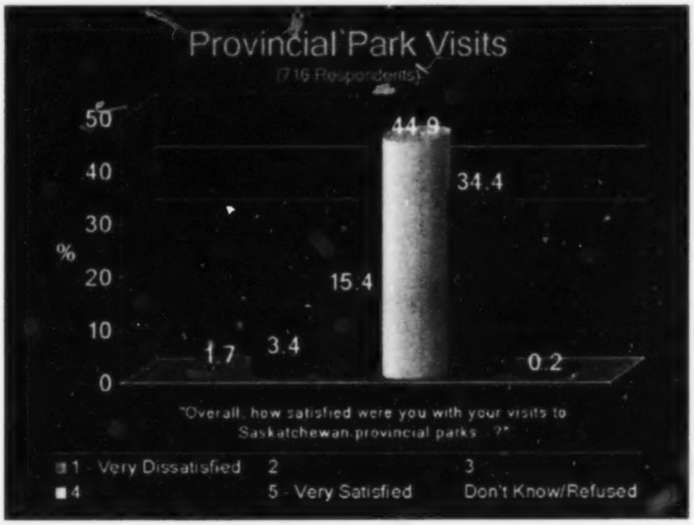


Chart 60 shows Men were significantly *less likely* to have been *Very Satisfied* with their Visit to a Saskatchewan Provincial Park in 2006 (29.5% vs. 34.4% for the Total Sample). At the other end of the scale, Homemakers were the *most likely* to have been *Very Satisfied* with their visit (58.9% vs. 34.4% for the Total Sample).

Chart 60

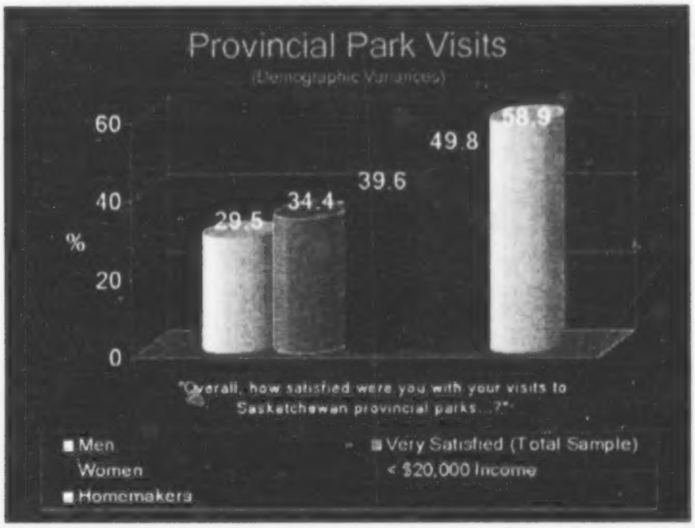


Chart 61 shows the 716 respondents who had visited a Saskatchewan provincial park in 2006, were asked to rate a number of aspects pertaining to their visit. First, respondents were asked to rate their level of satisfaction with Facilities and Services offered of which 27.1% were *Very Satisfied*, and 1.5% were *Very Dissatisfied*.

Chart 61

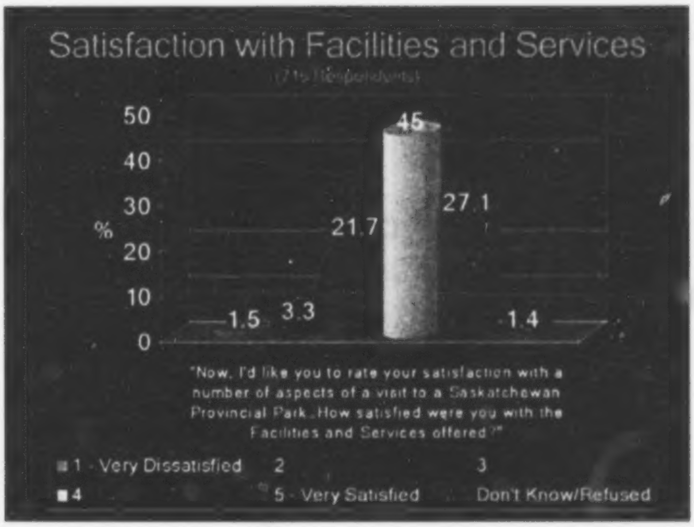
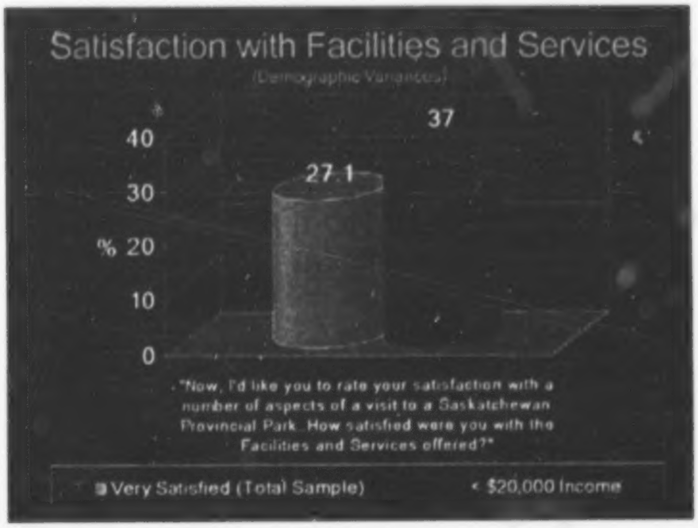


Chart 62 shows only those respondents with a Household Income of $20,000 or Less were significantly *more likely* to have been *Very Satisfied* with the Facilities and Services offered during their visit to a Saskatchewan provincial park (37% vs. 27.1% for the Total Sample).

Chart 62



Next, the 716 respondents who had visited a Saskatchewan provincial park were asked to rate their level of satisfaction with the Security offered. Chart 63 shows 23.3% of respondents were *Very Satisfied* with the Security offered, and 5.4% were *Very Dissatisfied*.

Chart 63

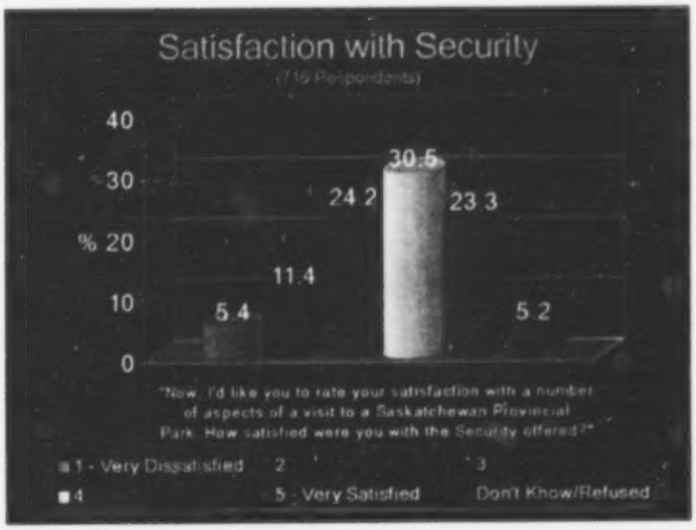


Chart 64 shows respondents with Trades Education were the *least likely* to have been *Very Satisfied* with the Security offered during their visit to a Saskatchewan provincial park (13.4% vs. 23.3% for the Total Sample). At the other end of the scale, Students were the *most likely* to have been *Very Satisfied* with Security offered (46.8% vs. 23.3% for the Total Sample).

Chart 64

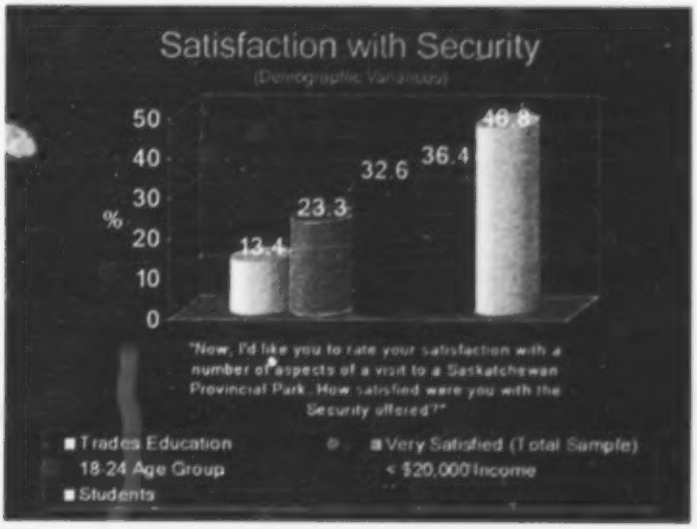


Chart 65 shows 27.3% of the 716 respondents who had visited a Saskatchewan provincial park in 2006 were *Very Satisfied* with the Value Received for fees charged, and 5.8% were *Very Dissatisfied*.

Chart 65

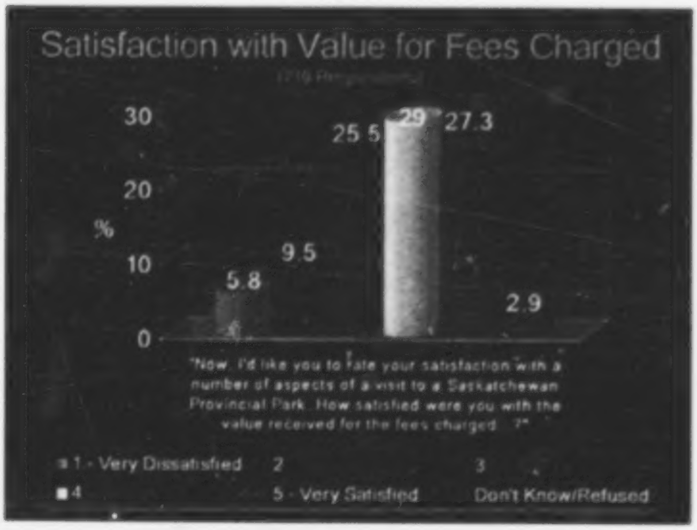


Chart 66 shows respondents Aged 25 to 29 were the *least likely* to have been *Very Satisfied* with the Value Received for fees charged during their visit to a Saskatchewan provincial park (18.9% vs. 27.3% for the Total Sample). At the other end of the scale, Students were the *most likely* to have been *Very Satisfied* with the Value Received (40.5% vs. 27.3% for the Total Sample).

Chart 66

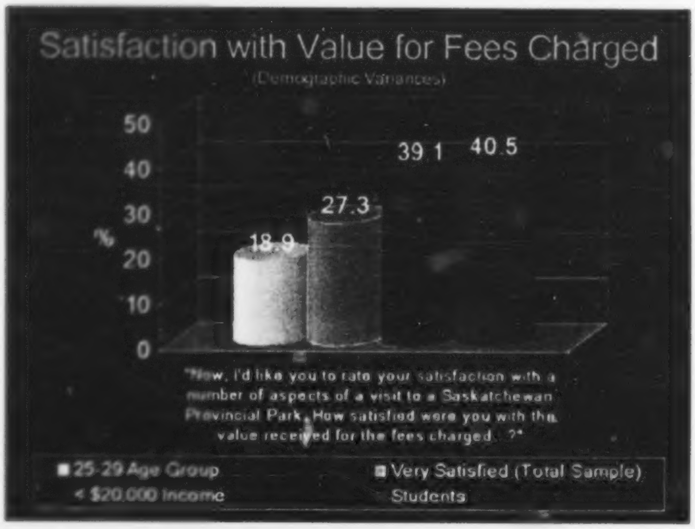


Chart 67 shows 28.1% of the 716 respondents who had visited a Saskatchewan provincial park in 2006 were *Very Satisfied* with the Protection of Resources, and 3.7% were *Very Dissatisfied*.

Chart 67

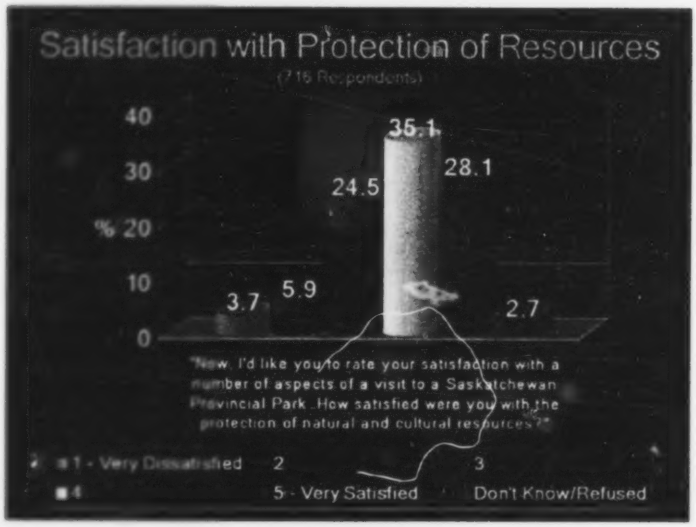


Chart 68 shows respondents Aged 25 to 29 were the *least likely* to have been *Very Satisfied* with the **Protection of Resources** during their visit to a Saskatchewan provincial park (18.2% vs. 28.1% for the Total Sample). At the other end of the scale, Students were the *most likely* to have been *Very Satisfied* with the **Protection of Resources** (46.1% vs. 28.1% for the Total Sample).

Chart 68

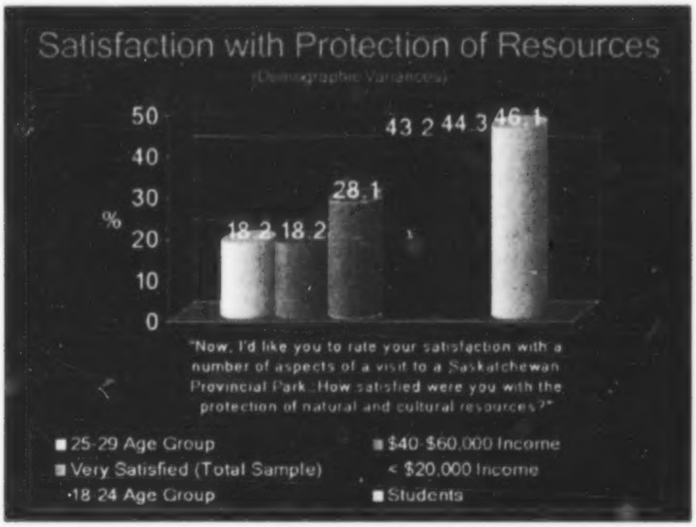


Chart 69 shows 38.3% of the 716 respondents who had visited a Saskatchewan provincial park in 2006 were *Very Satisfied* with their **Overall Experience**, and 1% were *Very Dissatisfied*.

Chart 69

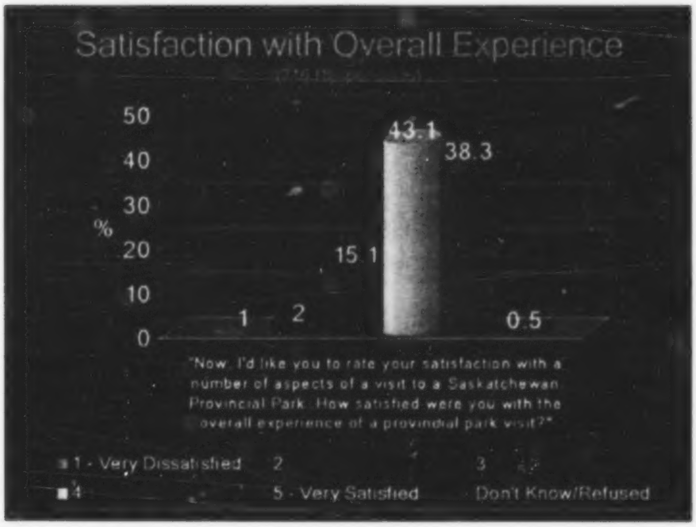


Chart 70 shows respondents from Regina were the *least likely* to have been *Very Satisfied* with their **Overall Experience** when visiting a Saskatchewan provincial park (29.5% vs. 38.3% for the Total Sample). At the other end of the scale, Homemakers were the *most likely* to have been *Very Satisfied* with their **Overall Experience** (59.1% vs. 38.3% for the Total Sample).

Chart 70

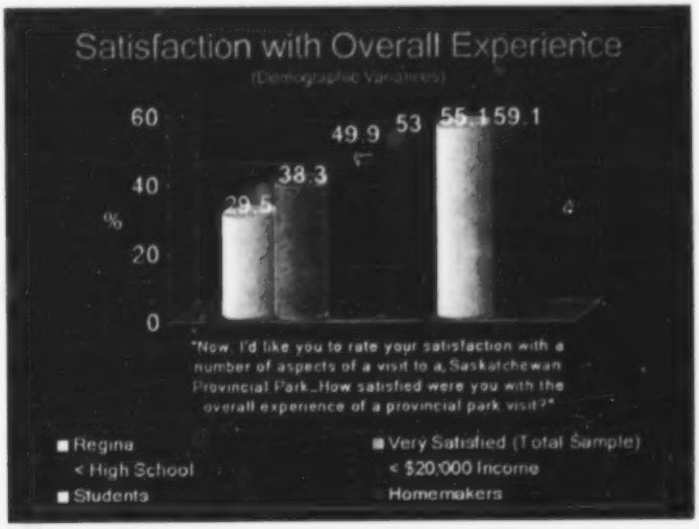


Chart 71 asks the 716 respondents to name the **Main Reasons** why they visit Saskatchewan provincial parks. 35.1% of respondents listed that visiting a park is Relaxing/ A Getaway, 26.9% said they visit to go Camping, and 21.1% said it was a Family Outing.

Chart 71

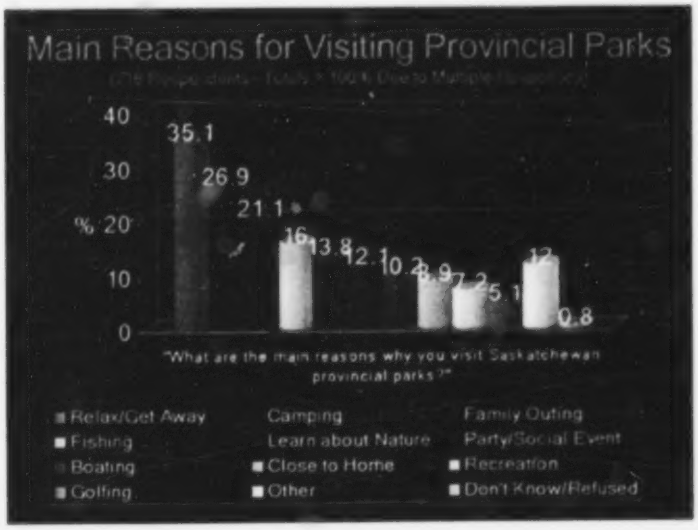


Chart 72 asks all 1200 respondents if they had ever seen or heard the term **Saskatchewan's Green Strategy**. 22.9% of respondents *Had* heard of the term, while 73.8% *Had Not*.

Chart 72

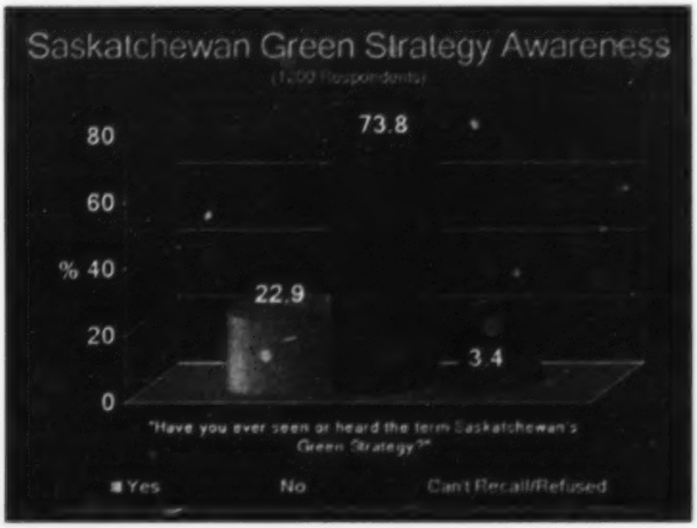
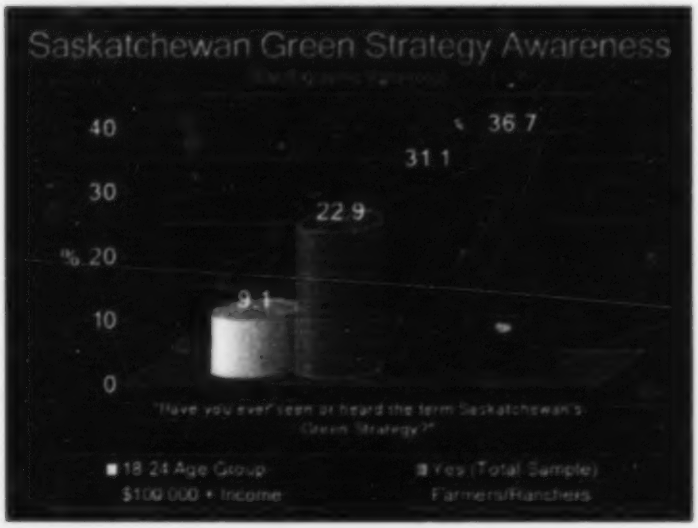


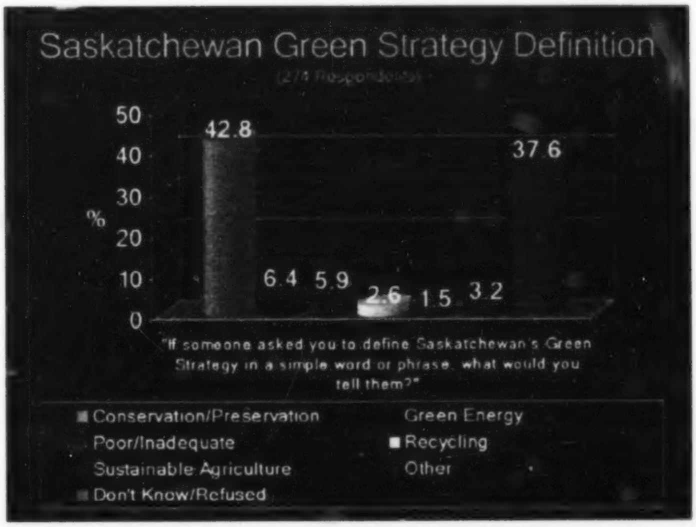
Chart 73 shows respondents from the 18 to 24 Age Group were the *least likely* to have seen or heard the term **Saskatchewan's Green Strategy** (9.1% vs. 22.9% for the Total Sample). At the other end of the scale, Farmers/Ranchers were the *most likely* to have heard this term (36.7% vs. 22.9% for the Total Sample).

Chart 73



274 respondents indicated they had heard the term Saskatchewan's Green Strategy and were asked to **Define the Strategy** in a simple word or phrase. Chart 74 shows 42.8% chose Conservation/Preservation to define the strategy while another 37.6% Didn't Know or Refused.

Chart 74



After being provided a brief explanation of Saskatchewan's Green Strategy, all 1200 respondents were asked to indicate the level of importance of Saskatchewan's Green Strategy. Chart 75 shows 51.3% of respondents indicated the Green Strategy was *Extremely Important*, while 2.6% indicated it was *Not Important at All*.

Chart 75

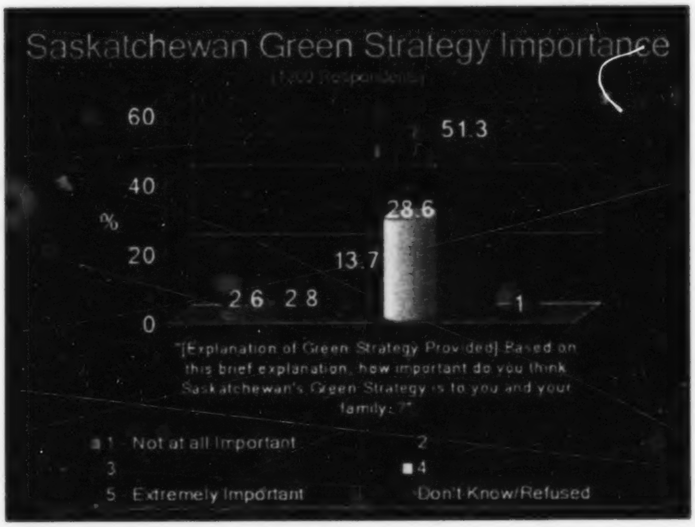


Chart 76 shows respondents Aged 18 to 24 were the *least likely* to identify **Saskatchewan's Green Strategy** as *Extremely Important* (40.6% vs. 51.3% for the Total Sample). At the other end of the scale, respondents from the North were the *most likely* to identify the Strategy as *Extremely Important* (60.4% vs. 51.3% for the Total Sample).

Chart 76

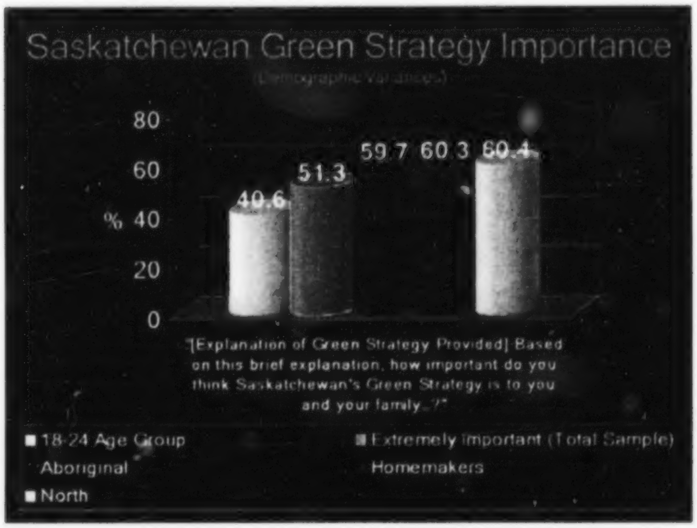


Chart 77 indicates 46.4% of respondents *Strongly Agree* Saskatchewan can maintain a **Healthy Environment** while achieving a productive and sustainable future.

Chart 77

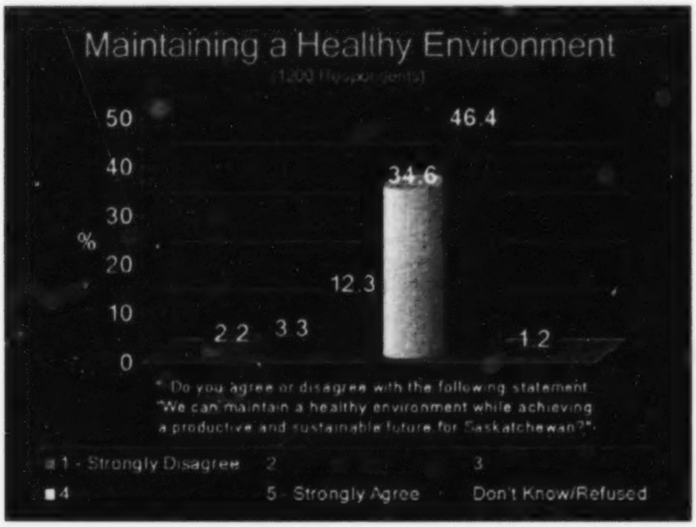
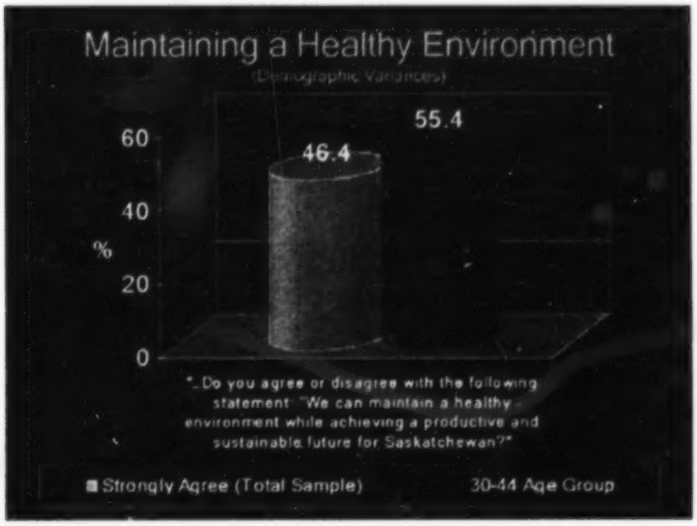


Chart 78 shows only respondents Aged 30 to 44 were *more likely* to *Strongly Agree* Saskatchewan can maintain a **Healthy Environment** while achieving a productive and sustainable future (55.4% vs. 46.4% for the Total Sample).

Chart 78



V. Saskatchewan Learning

Next, respondents were asked their thoughts regarding the Kindergarten to Grade 12 Education System in Saskatchewan. Chart 79 indicates 48.6% of respondents feel the Education System is the *Same* as the rest of the country, while 21.3% feel it is *Better*.

Chart 79

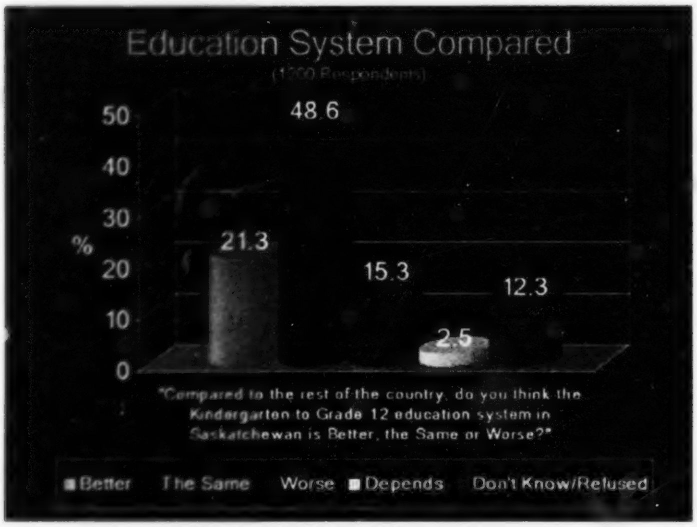


Chart 80 shows Farmers/Ranchers were the *least likely* to identify the Education System in Saskatchewan as being *Better*. At the other end of the scale, respondents with a Household Income of $20,000 or Less were the *most likely* to identify the System as being *Better*.

Chart 80

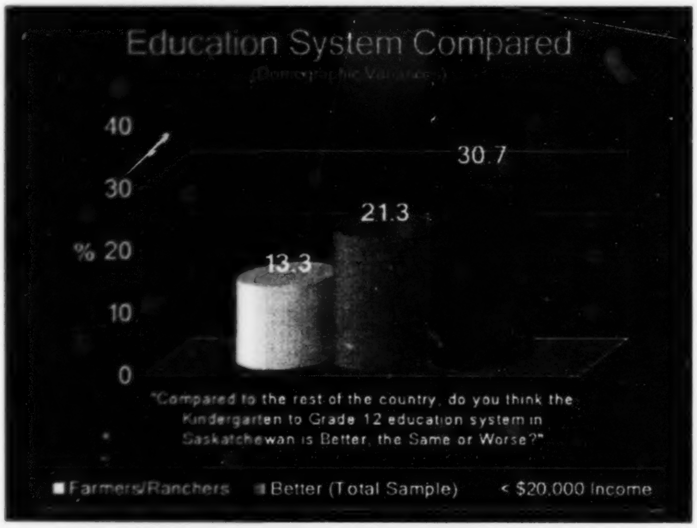


Chart 81 indicates 39.7% of respondents feel the **Quality of the Education System** in Saskatchewan is *Good*. 33.5% identify the System as being *Adequate*, and 8.3% say it is *Poor*.

Chart 81

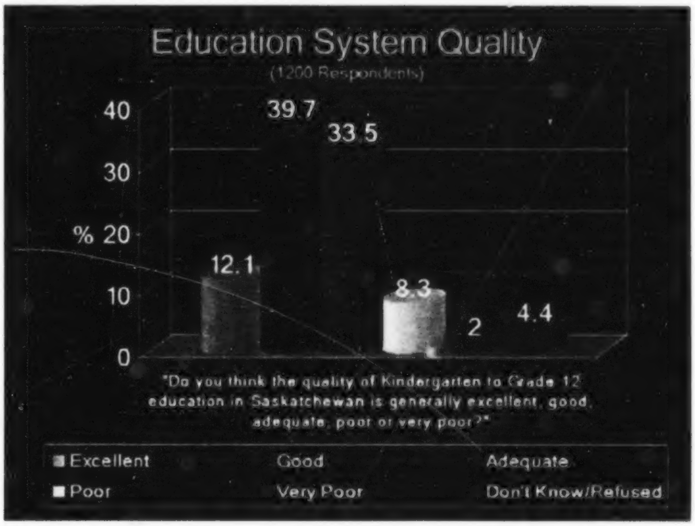


Chart 82 shows Students were the *least likely* to identify the **Quality of the Education System** in Saskatchewan as being *Excellent* (3.6% vs. 12.1% for the Total Sample). At the other end of the scale, respondents with a Household Income of $80,000 to $100,000 were the *most likely* to identify the System as being *Excellent* (20.5% vs. 12.1% for the Total Sample).

Chart 82

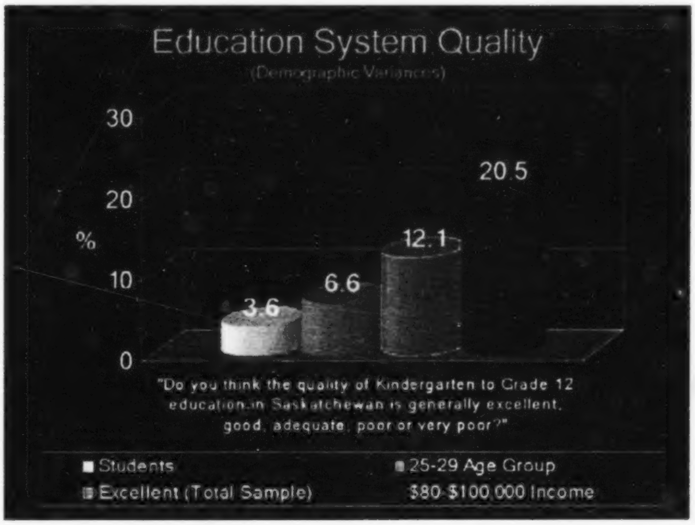


Chart 83 shows that when asked to think of their own school education in comparison to students' **Education Today**, 37.6% of respondents feel students' today have a *Better* Educational Experience. 19.9% indicate *Very Little is Different*, and 18.8% say it is *Worse*.

Chart 83

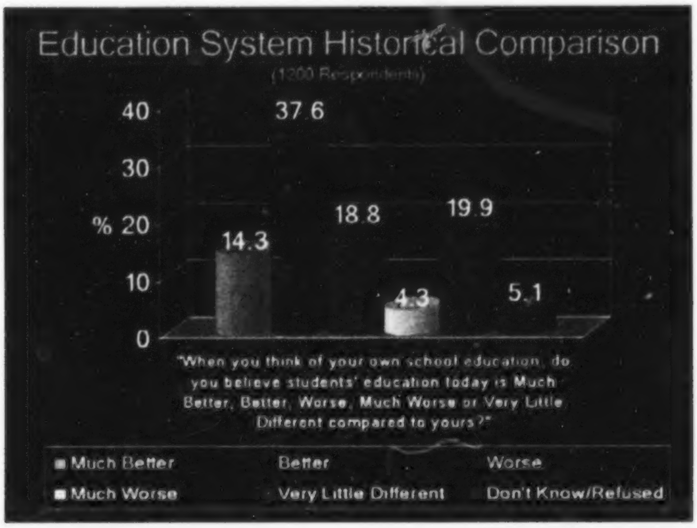


Chart 84 shows respondents Aged 18 to 24 were the *least likely* to identify students' **Education Today** as being *Much Better* (5.7% vs. 14.3% for the Total Sample). At the other end of the scale, respondents with Less than High School Education were the *most likely* to identify the System as being *Much Better* (29.7% vs. 14.3% for the Total Sample).

Chart 84

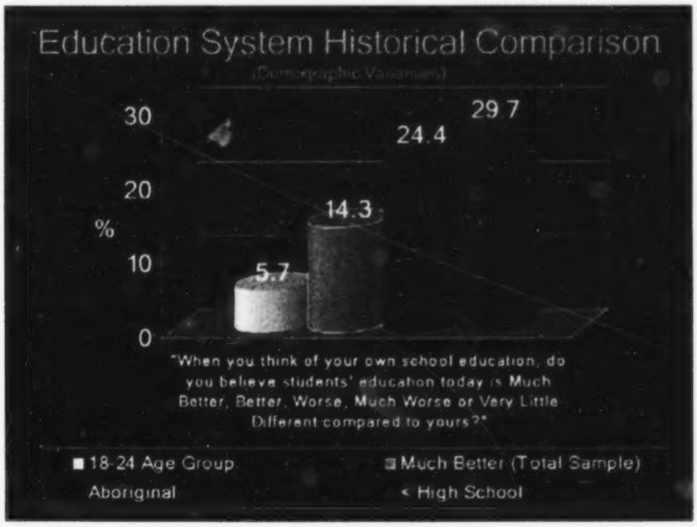


Chart 85 shows that 41.3% of respondents identify the quality of services from the **Public Library** system as being *Good*, 25.2% identify the system as being *Excellent*, and 21.5% say it is *Adequate*.

Chart 85

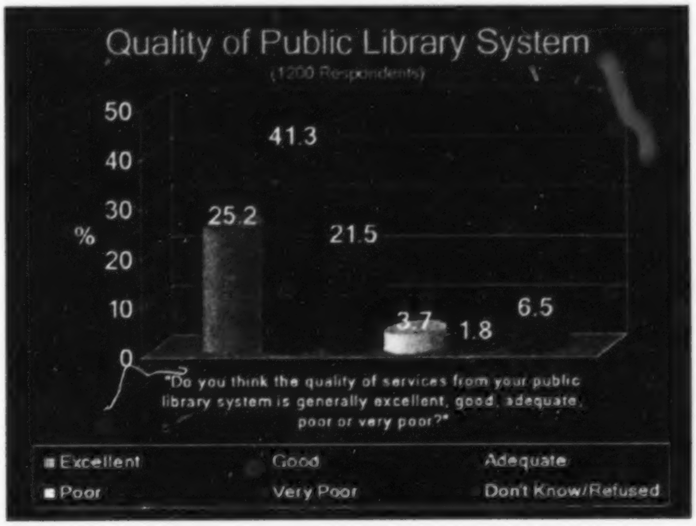
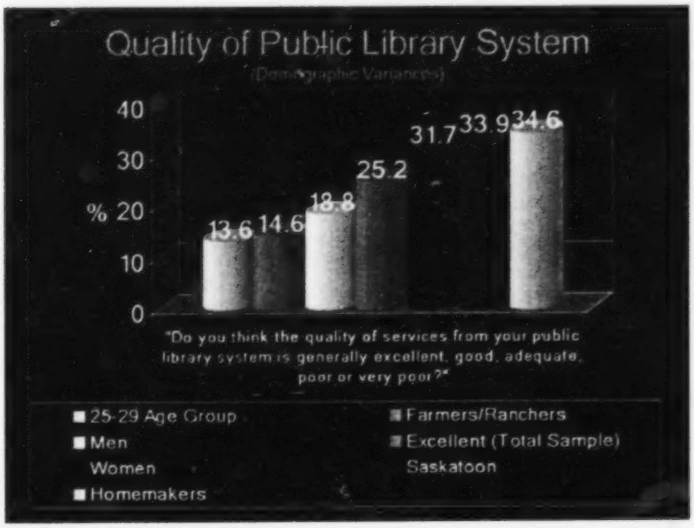


Chart 86 shows respondents Aged 25 to 29 were the *least likely* to identify the **Pubic Library System** as being *Excellent* (13.6% vs. 25.2% for the Total Sample). At the other end of the scale, Homemakers were the *most likely* to identify the System as being *Excellent* (34.6% vs. 25.2% for the Total Sample).

Chart 86



VI. Saskatchewan Executive Council

The first question pertaining to the Saskatchewan Executive Council asked all respondents if they had ever visited the Government of Saskatchewan Website. Chart 87 indicates 45.8% of respondents had visited the website while 53.1% had not.

Chart 87

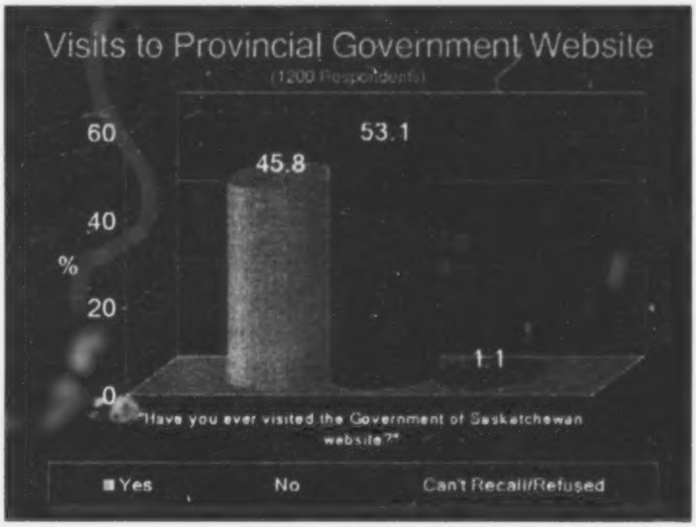


Chart 88 shows eight demographic sub-groups *less likely* than the Total Sample to have visited the Government of Saskatchewan Website. Respondents with Less than High School Education were the *least likely* to have visited the website.

Chart 88

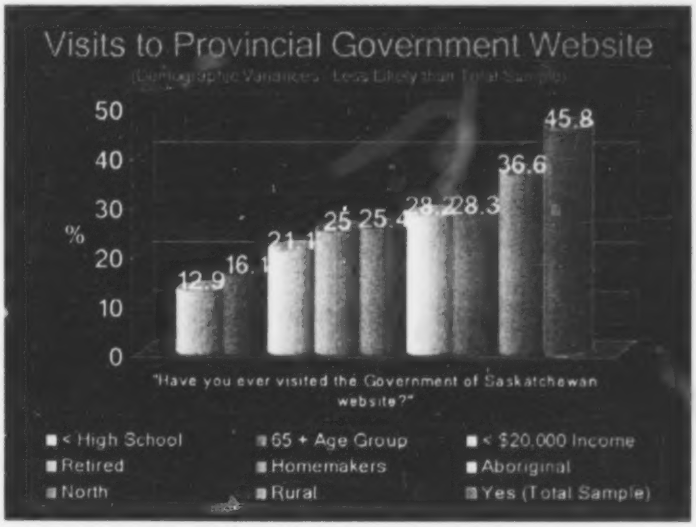


Chart 89 shows eight demographic sub-groups *more likely* than the Total Sample to have visited the Government of Saskatchewan Website. Respondents with a Household Income of $100,000 or More were the *most likely* to have visited the website.

Chart 89

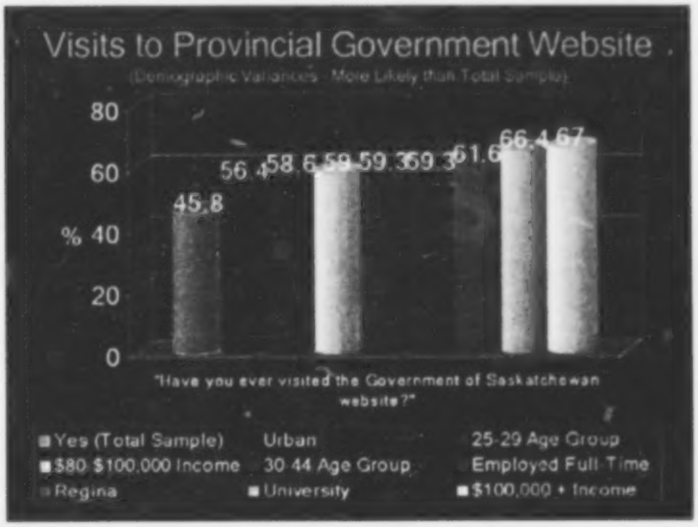


Chart 90 shows of the 549 respondents who visited the Government of Saskatchewan Website, 27.3% *Strongly Agree* it is a good source of current information, while 57% *Somewhat Agree* it is a good source.

Chart 90

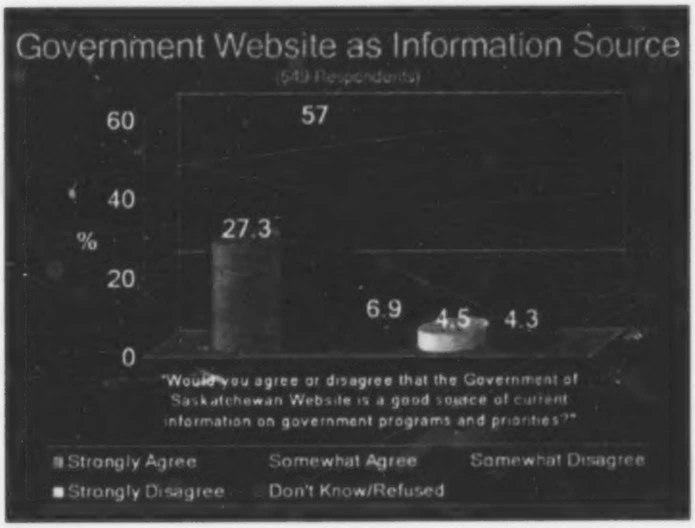


Chart 91 shows Self-Employed respondents were the *least likely* to *Strongly Agree* the Government of Saskatchewan Website is a Good Source of Current Information (18.9% vs. 27.3% for the Total Sample). At the other end of the scale, Retired respondents were the *most likely* to *Strongly Agree* the Website is a good source (36.6% vs. 18.9% for the Total Sample).

Chart 91

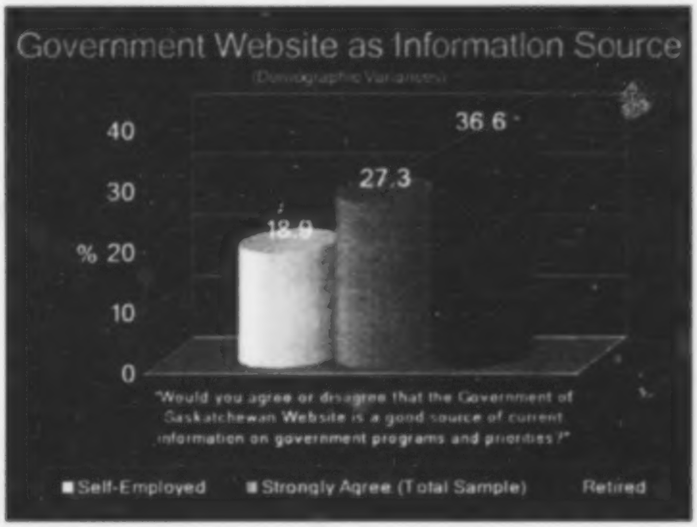


Chart 92 shows of the 549 respondents who visited the Government of Saskatchewan Website, 22.9% *Strongly Agree* it is Easy to Navigate and find information, while 48.4% *Somewhat Agree* it is easy to navigate.

Chart 92

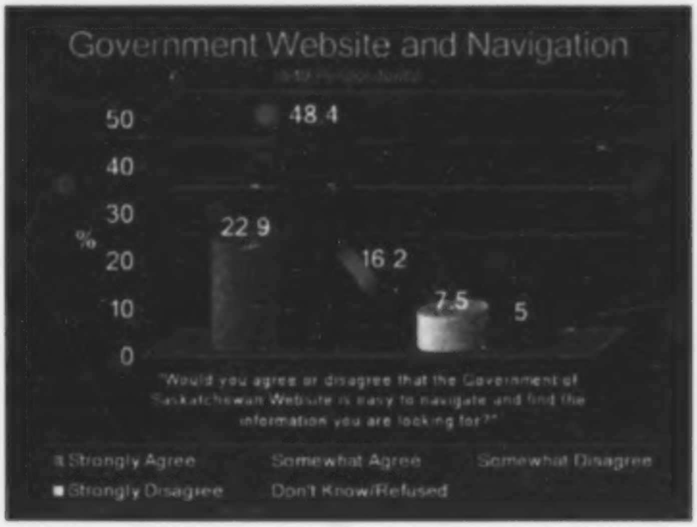


Chart 93 shows Self-Employed respondents were the *least likely* to *Strongly Agree* the Government of Saskatchewan Website is Easy to Navigate and find information (11.5% vs. 22.9% for the Total Sample). At the other end of the scale, respondents Aged 18 to 24 were the *most likely* to *Strongly Agree* the Website is easy to navigate (42.8% vs. 22.9% for the Total Sample).

Chart 93

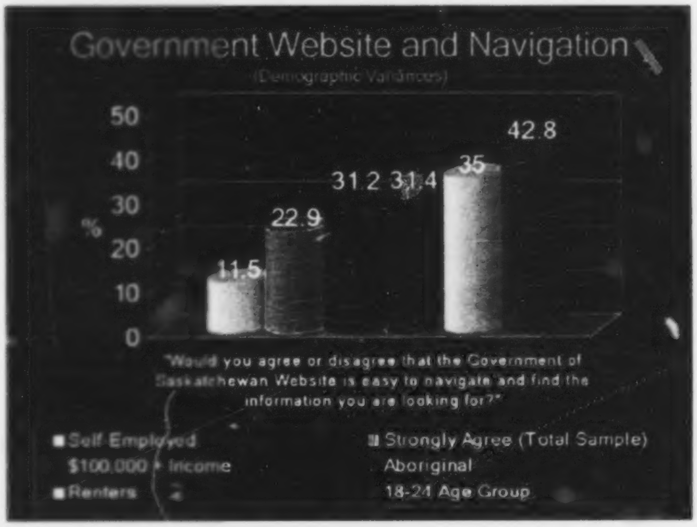


Chart 94 shows of the 549 respondents who visited the Government of Saskatchewan Website, 13.9% *Strongly Agree* it is Interactive, while 44.8% *Somewhat Agree* it is interactive.

Chart 94

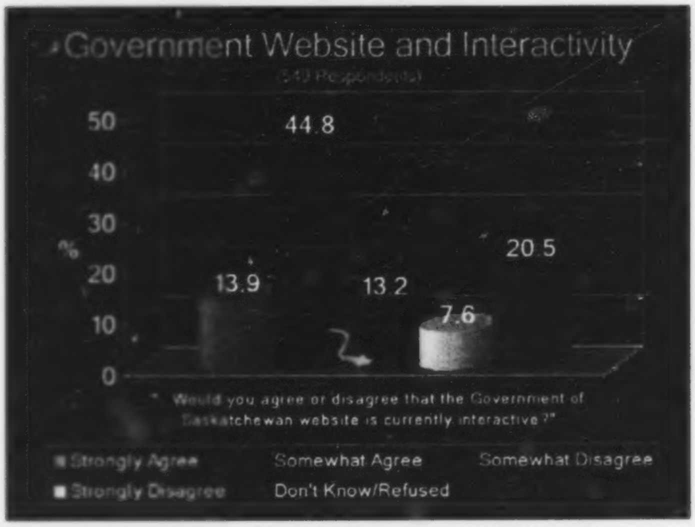


Chart 95 shows respondents with a Household Income of $80,000 to $100,000 were the *least likely* to *Strongly Agree* the **Government of Saskatchewan Website** is *Interactive* (6% vs. 13.9% for the Total Sample). At the other end of the scale, Aboriginal respondents were the *most likely* to *Strongly Agree* the Website is *Interactive* (25.2% vs. 13.9% for the Total Sample).

Chart 95

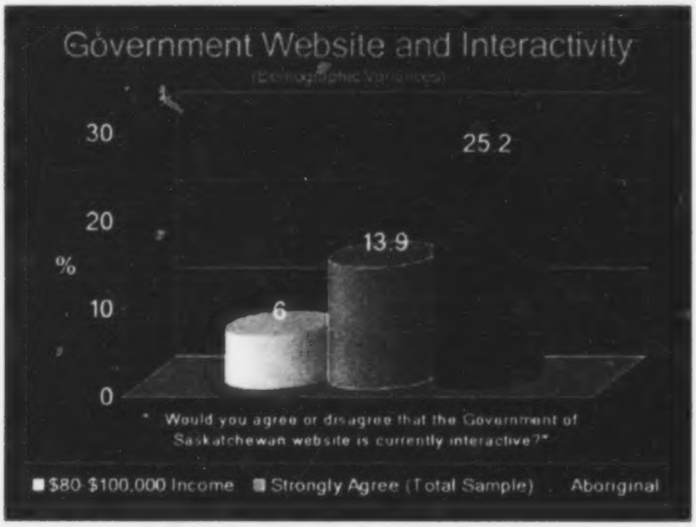


Chart 96 shows of the 549 respondents who visited the Government of Saskatchewan Website, 36.9% *Strongly Agree* the Website could **Offer More Services** than it currently does, while 40.9% *Somewhat Agree* with this statement.

Chart 96

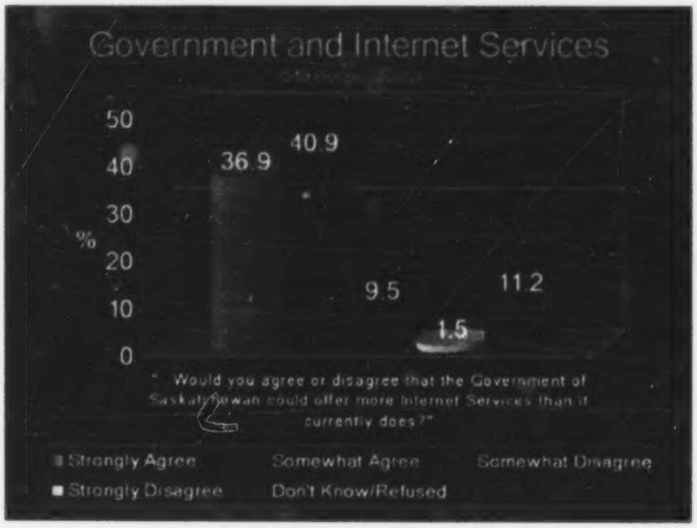


Chart 97 shows respondents 65 Years of Age and Older were the *least likely* to *Strongly Agree* the Government of Saskatchewan Website could **Offer More Services** than it currently does (20.7% vs. 36.9% for the Total Sample). At the other end of the scale, respondents Aged 18 to 24 were the *most likely* to *Strongly Agree* with this statement (53.8% vs. 36.9% for the Total Sample).

Chart 97

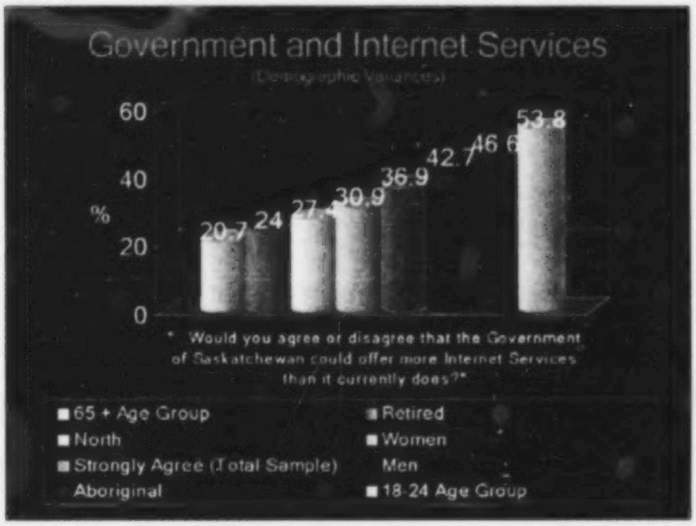
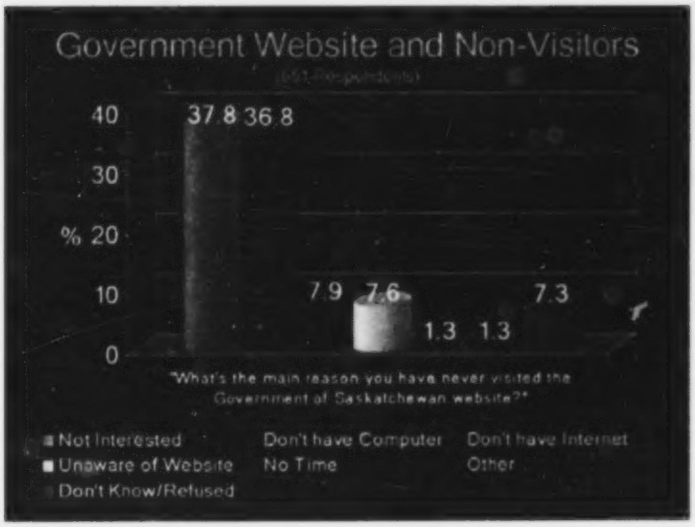


Chart 98 asks the remaining 651 respondents why they **Had Not Visited** the Government of Saskatchewan Website. 37.8% said they were *Not Interested*, while 36.8% *Do Not Have a Computer*.

Chart 98



VII. Saskatchewan Health

The first question pertaining to Saskatchewan Health asked all respondents if during the past 12 months, they had **Consumed an Alcoholic Beverage**. Chart 99 indicates 76.3% of respondents *had* consumed alcohol while 23.5% *had not*.

Chart 99

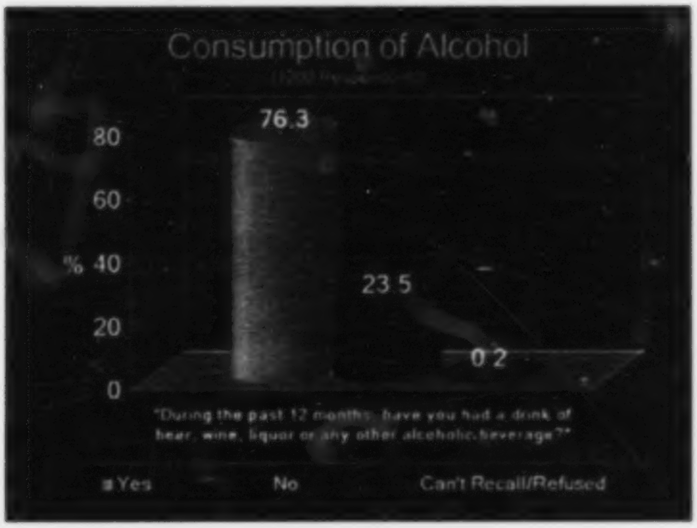


Chart 100 shows Aboriginal respondents were the *least likely* to have **Consumed an Alcoholic Beverage** during the past 12 months (60.6% vs. 76.3% for the Total Sample).

Chart 100

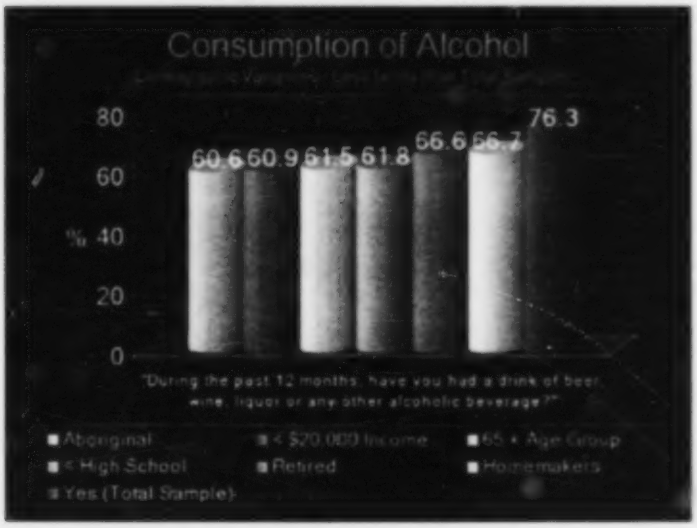


Chart 101 shows respondents with a Household income of $80,000 to $100,000 were the *most likely* to have Consumed an Alcoholic Beverage during the past 12 months (90.5% vs. 76.3% for the Total Sample).

Chart 101

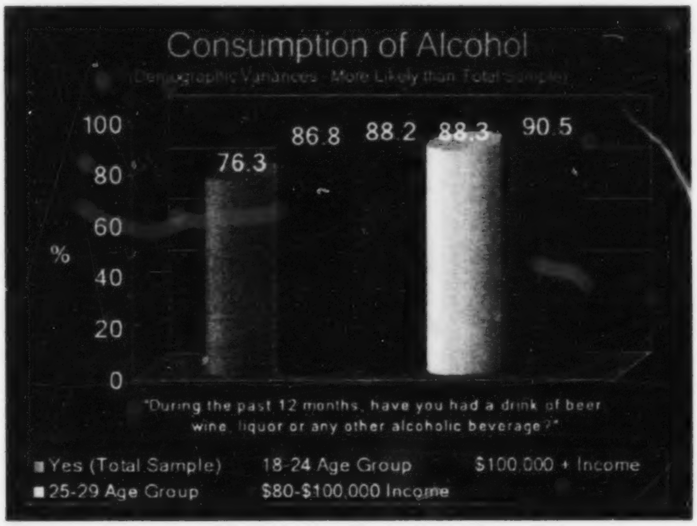


Chart 102 shows the breakdown of alcohol consumption for **18 to 29 Year Olds**. Of the 499 respondents from this demographic sub-group, 86% said they *had* Consumed an Alcoholic Beverage, while 14% said they *had not*.

Chart 102

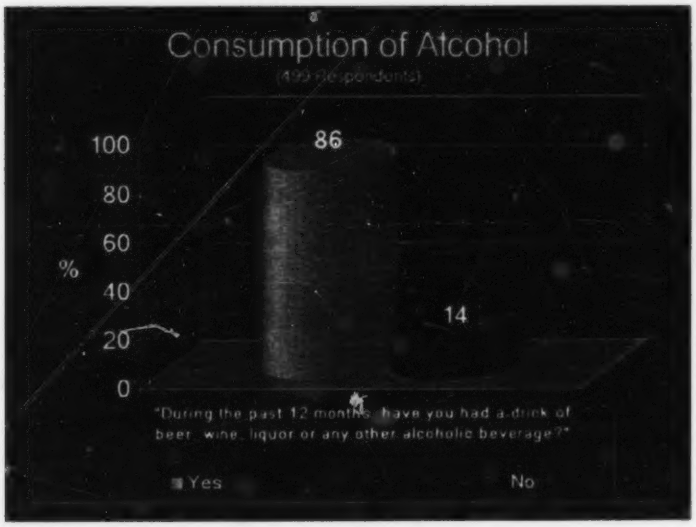
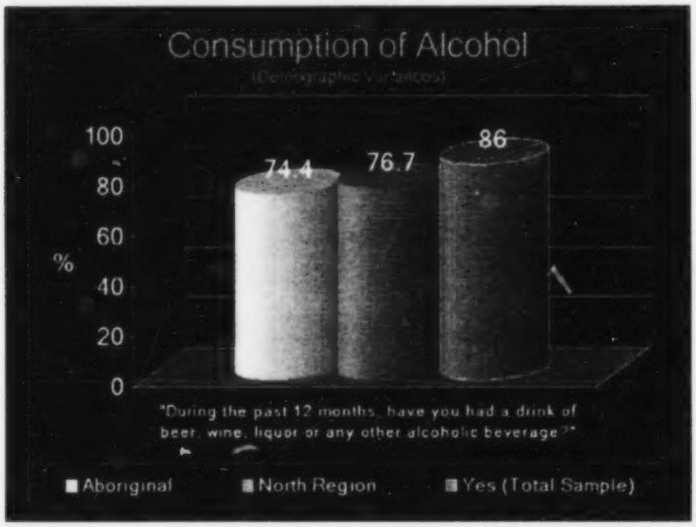


Chart 103 looks at the demographic variances of **18 to 29 Year Olds**. Aboriginal respondents are shown to be the *least likely* to have **Consumed an Alcoholic Beverage** during the past 12 months (74.4% vs. 86% for the Total Sample).

Chart 103



Of the 915 respondents who had **Consumed an Alcoholic Beverage** during the past 12 months, **Chart 104** shows 23.1% consume alcohol with a frequency of *Less Than Once a Month*, 23.1% consume alcohol *2-3 Times a Month*, and 17.1% consume alcohol *Once a Week*.

Chart 104

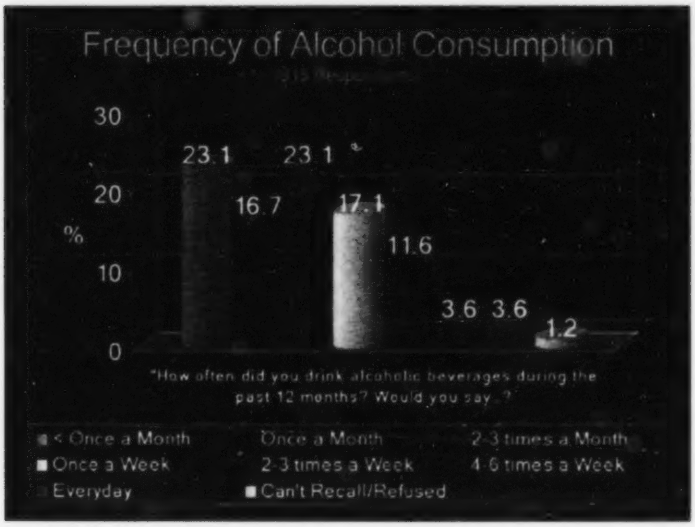


Chart 105 shows the breakdown of alcohol consumption for 18 to 29 Year Olds. Of the 429 respondents from this demographic sub-group who *had* Consumed an Alcoholic Beverage during the past 12 months, 18.3% consume alcohol with a frequency of *Less Than Once a Month*, and 25.51% consume alcohol *2-3 Times a Month*.

Chart 105

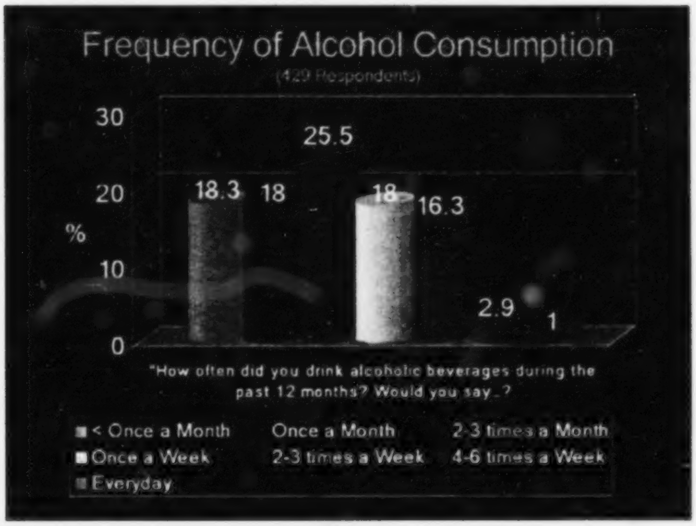


Chart 106 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months the frequency of consuming 5 Drinks or More on one occasion. 45.7% have *Never* consumed 5 drinks or more on one occasion and 26.4% have consumed this amount *Less than Once a Month*.

Chart 106

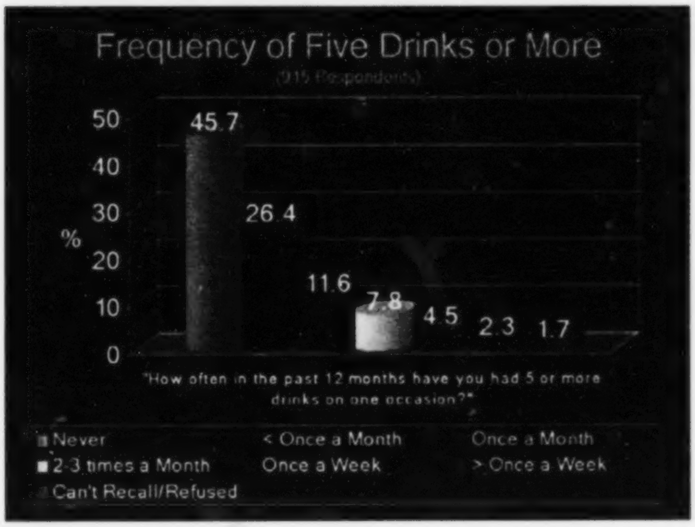


Chart 107 shows the frequency of alcohol consumption for **18 to 29 Year Olds** of having **5 Drinks or More** on one occasion. 20.7% have *Never* consumed 5 drinks or more on one occasion, 31.3% have consumed this amount *Less than Once a Month*, and 17.9% drink this amount *Once a Month*.

Chart 107

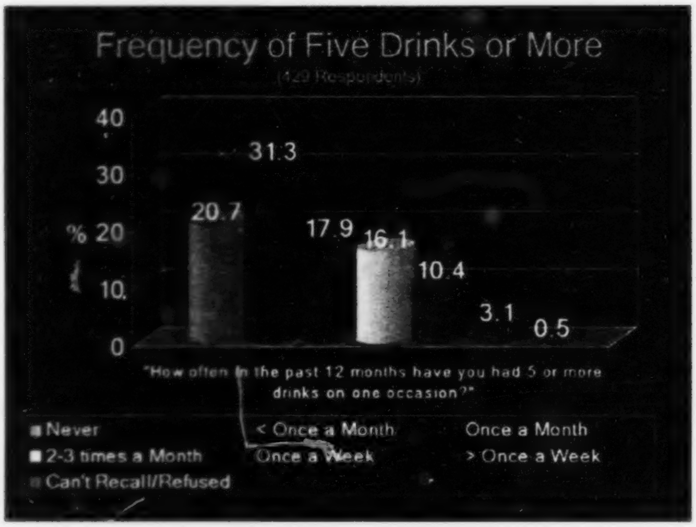


Chart 108 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months the largest number of drinks consumed on **One Occasion**. 50.9% have consumed *Less than 5 Drinks* on one occasion, 26.6% have consumed *Less than 10 Drinks*, and 15.5% have consumed *10 or More Drinks*.

Chart 108

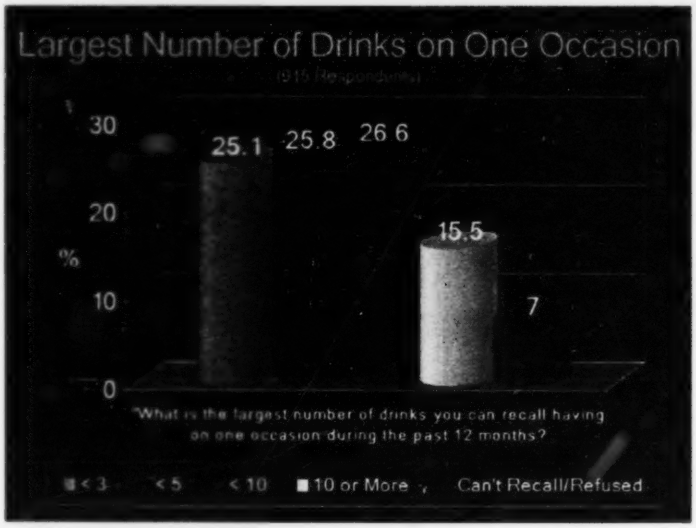


Chart 109 shows respondents 65 Years of Age and Older were the *least likely* to have consumed 10 or More drinks on One Occasion during the past 12 months (0% vs. 15.5% for the Total Sample).

Chart 109

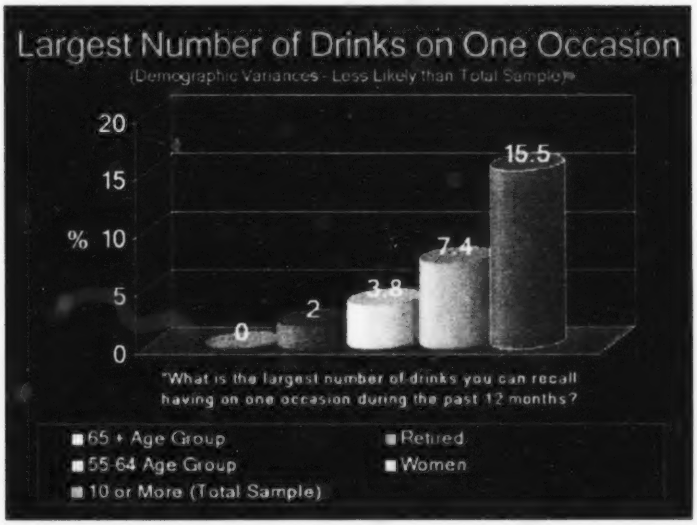


Chart 110 shows respondents from the 18 to 24 Age Group were the *most likely* to have consumed 10 or More drinks on One Occasion during the past 12 months (41.5% vs. 15.5% for the Total Sample).

Chart 110

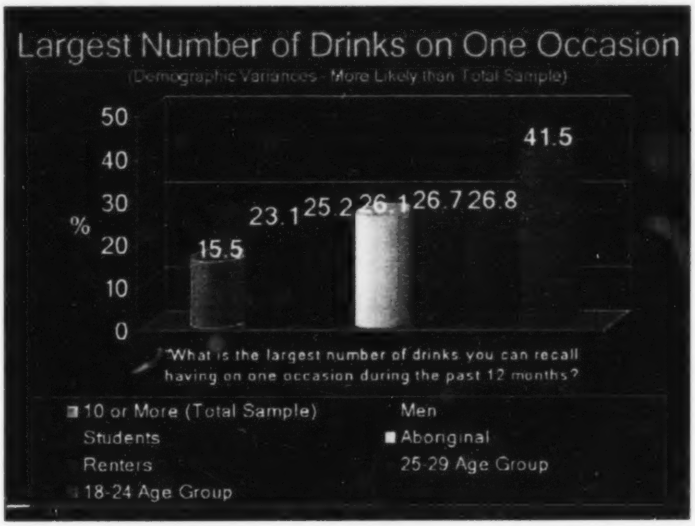


Chart 111 shows the largest number of drinks consumed on **One Occasion** during the past 12 months by **18 to 29 Year Olds.** 22.5% have consumed *Less than 5 Drinks* on one occasion, 30% have consumed *Less than 10 Drinks*, and 40.5% have consumed *10 or More Drinks* on one occasion.

Chart 111

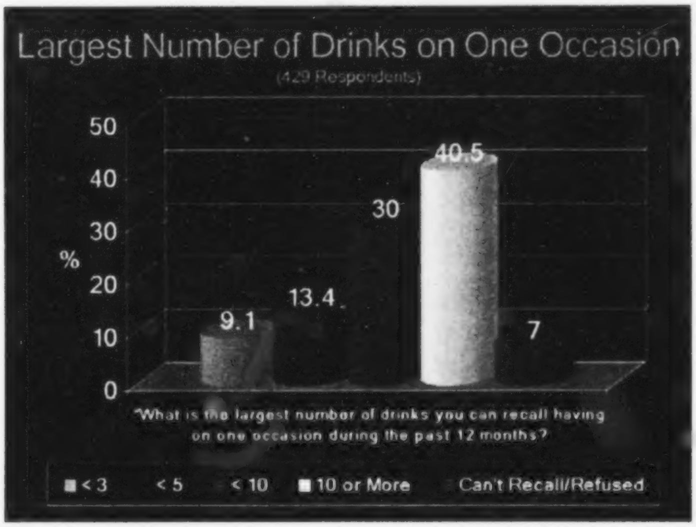


Chart 112 shows the demographic breakdown of the **18 to 24 Age Group** in response to this question. Women were the *least likely* to have consumed *10 or More* drinks on **One Occasion** during the past 12 months (25.6% vs. 40.5% for the Total Sample). At the other end of the scale, Men were the *most likely* to have consumed *10 or More* drinks on one occasion (54% vs. 40.5% for the Total Sample).

Chart 112

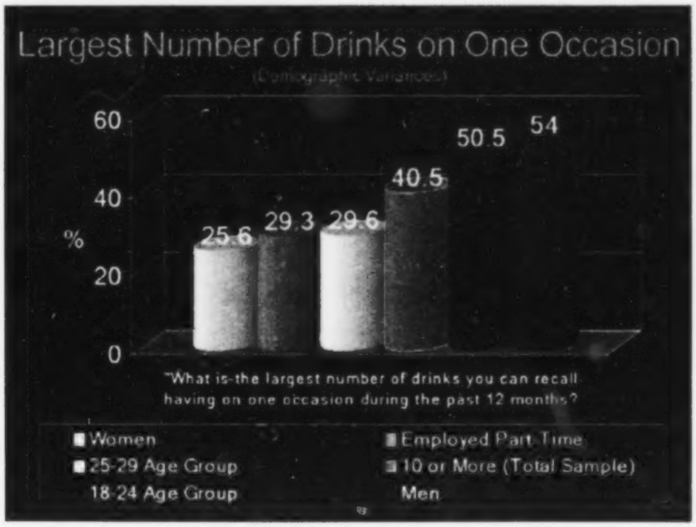


Chart 113 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months the number of drinks one would consume in order to **Drink in Moderation**. 64.2% would consume *1 or 2 Drinks*, and 28.3% consume 3 or 4 drinks.

Chart 113

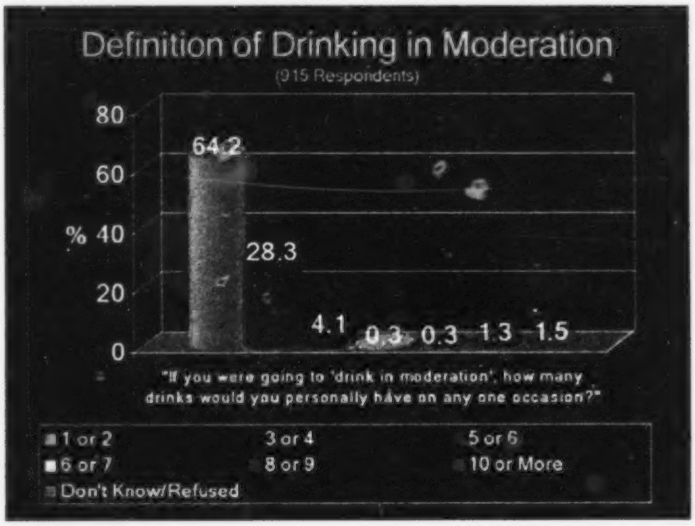


Chart 114 shows respondents 18 to 24 Years of Age were the *least likely* to have consumed *1 or 2 Drinks* in order to drink **In Moderation** (40% vs. 64.2% for the Total Sample).

Chart 114

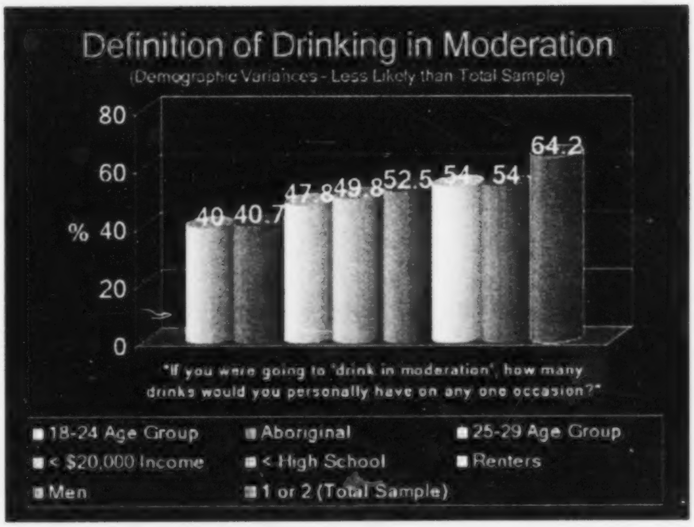


Chart 115 shows respondents 65 Years of Age and Older were the *most likely* to have consumed *1 or 2 Drinks* in order to drink In Moderation (79.3% vs. 64.2% for the Total Sample).

Chart 115

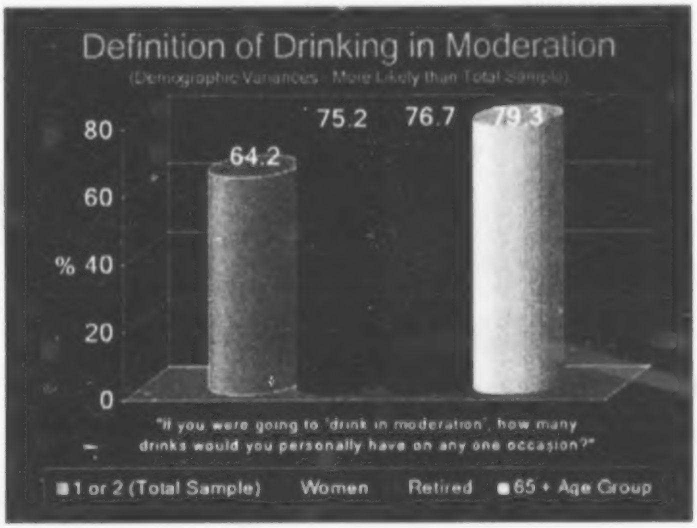


Chart 116 shows the number of drinks 18 to 29 Year Olds would consume in order to drink In Moderation. 46.4% would consume *1 or 2 Drinks*, and 36.3% would consume *3 or 4 Drinks*.

Chart 116

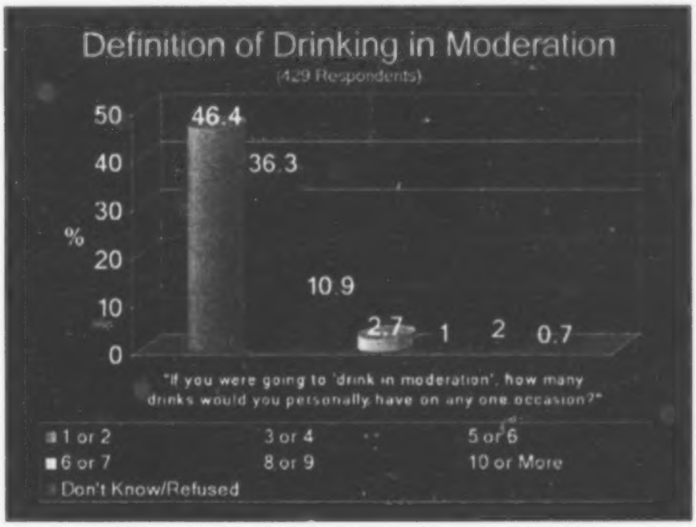


Chart 117 shows the demographic breakdown of the 18 to 24 Age Group in response to this question. Aboriginal Respondents were the *least likely* to consume *1 or 2 Drinks* in order to drink in Moderation (24.6% vs. 46.4% for the Total Sample). At the other end of the scale, Women were the *most likely* to have consumed *1 or 2 Drinks* (60.1% vs. 46.4% for the Total Sample).

Chart 117

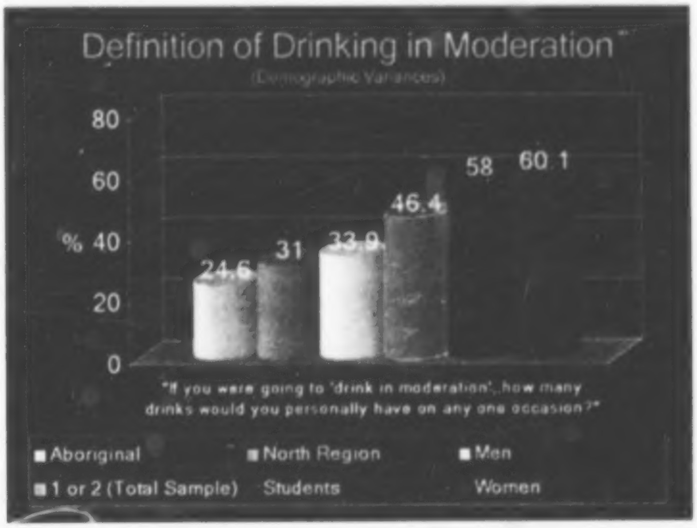


Chart 118 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months the most Common Drinking Places to attend. Drinking at *Home Alone* was the most common (24.2%), followed by a *House Party* (23.8%), and attending a *Social Event* (20.5%).

Chart 118

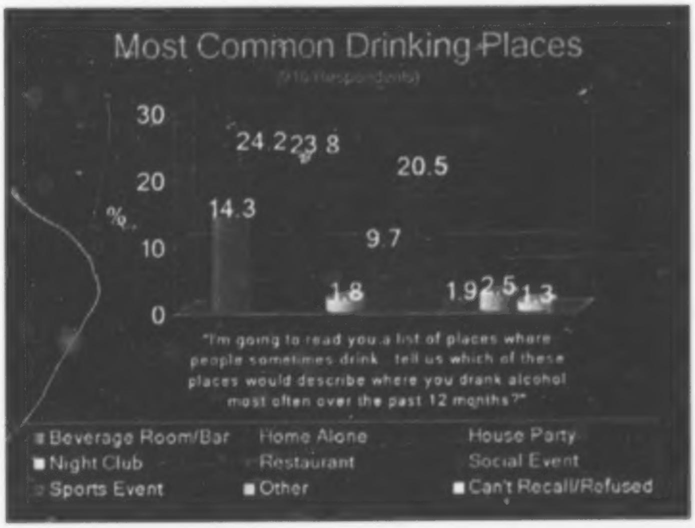


Chart 119 shows the most Common Drinking Places 18 to 29 Year Olds would attend. Drinking at *a Beverage Room/Bar* was the most common (36.5%), followed by a *House Party* (22.3%), and attending a *Social Event* (11.8%).

Chart 119

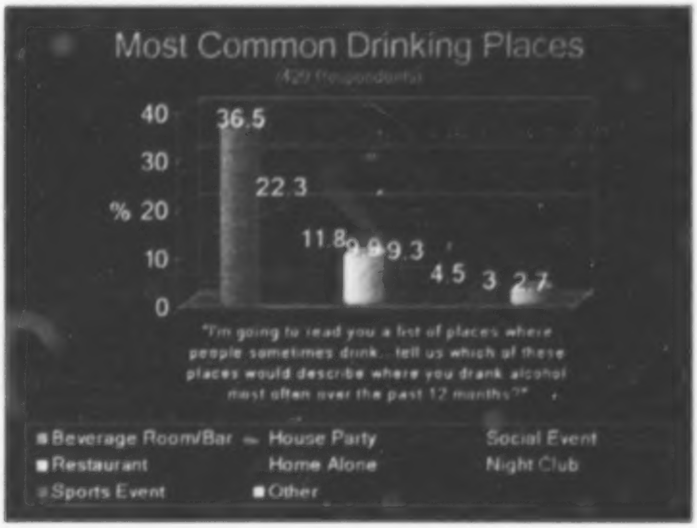


Chart 120 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months their most Common Drinking Partners. Drinking with *Family Members* was the most common (47.7%), followed closely by drinking with *Friends* (42.7%).

Chart 120

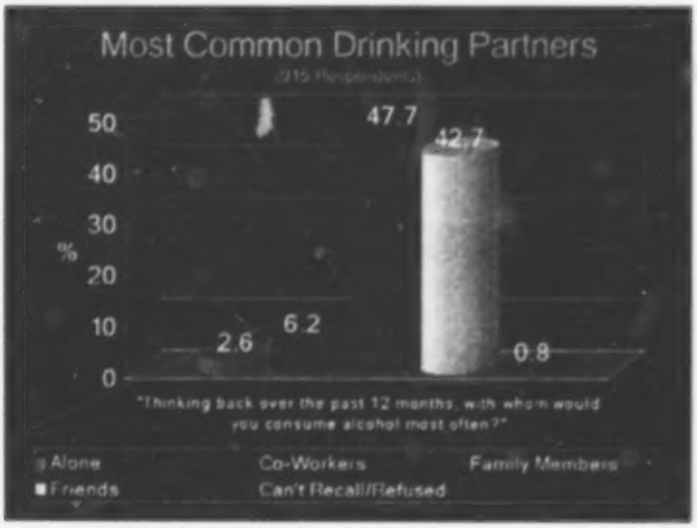


Chart 121 shows the most Common Drinking Partners of 18 to 29 Year Olds. Drinking with *Friends* was the most common (69.2%), followed by *Family Members* (22.8%), and *Co-Workers* (7.5%).

Chart 121

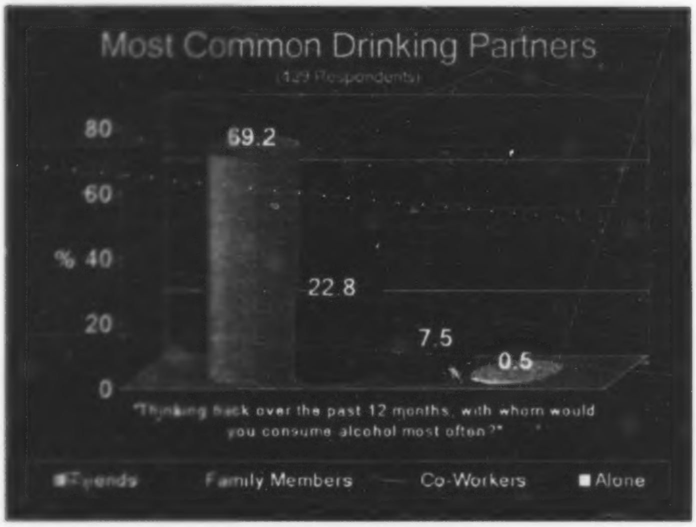


Chart 122 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months their **Second Most Common Drinking Places** to attend. Drinking at a *House Party* was the most common (21.4%), followed by a *Social Event* (18.1%), and attending a *Beverage Room/Bar* (14.9%).

Chart 122

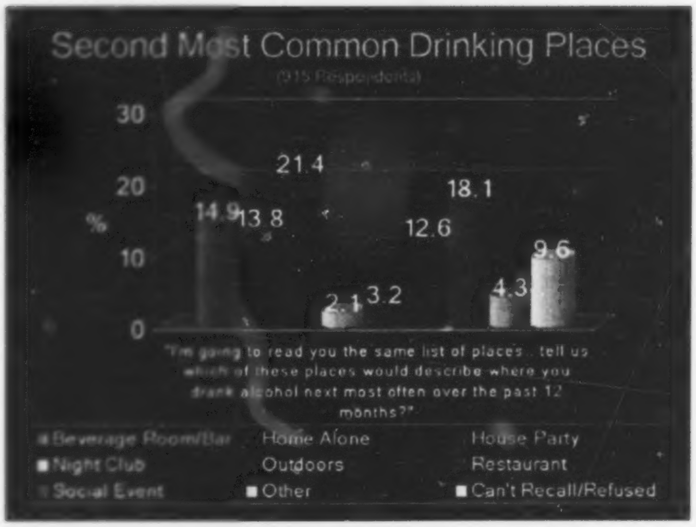


Chart 123 shows the **Second Most Common Drinking Places 18 to 29 Year Olds** would attend. Drinking at *a House Party* (22.7%) was the most common, followed closely by going to a *Beverage Room/Bar* (22.3%), and attending a *Social Event* (18.2%).

Chart 123

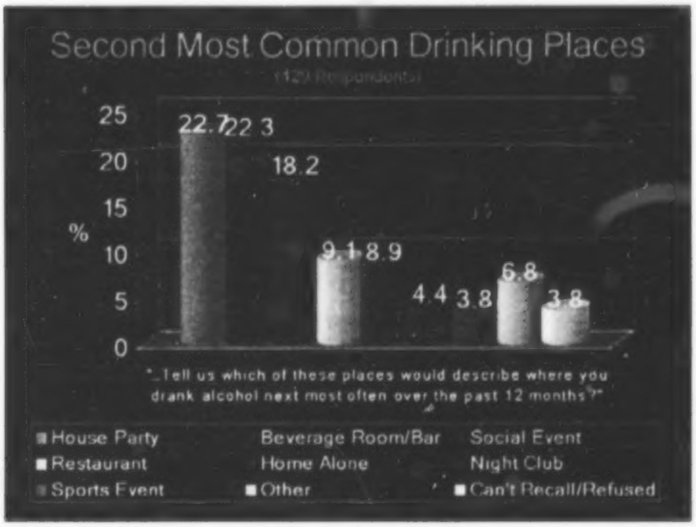


Chart 124 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months their **Second Most Common Drinking Partners**. Drinking with *Friends* was the most common (40%), followed by drinking with *Family* (31.7%).

Chart 124

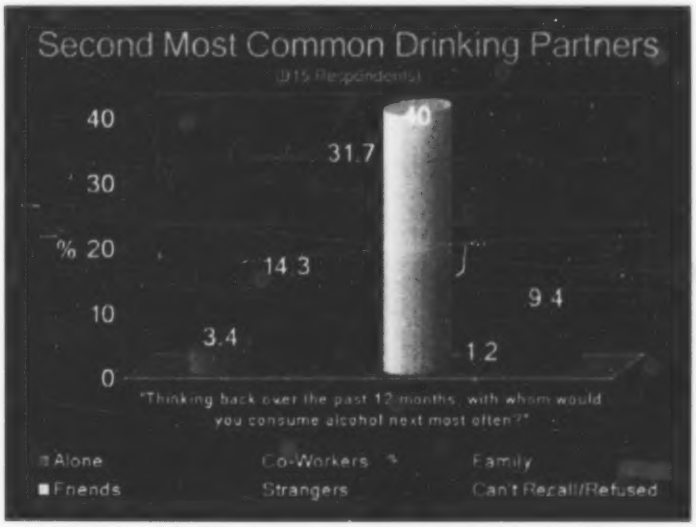


Chart 125 shows the **Second Most Common Drinking Partners** of 18 to 29 Year Olds. Drinking with *Family* was the most common (41.5%), followed by *Friends* (26.7%), and *Co-Workers* (19.8%).

Chart 125

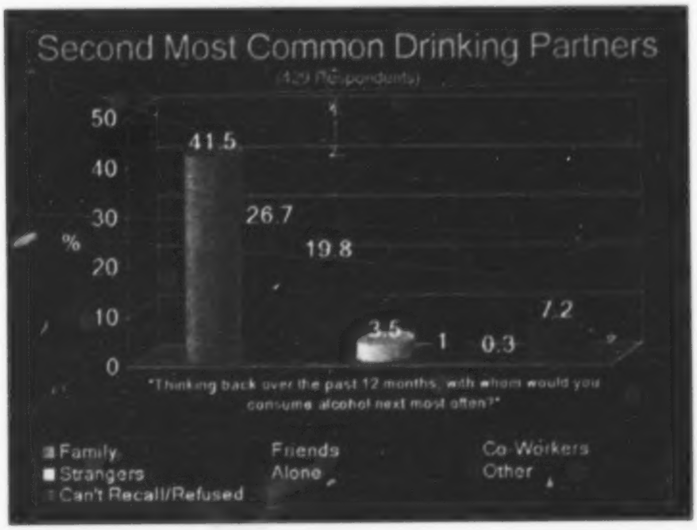


Chart 126 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months the **Day of the Week** alcohol was consumed most. *Saturday* (49.8%) was the most common day of the week to drink, followed by *Friday* (27.6%).

Chart 126

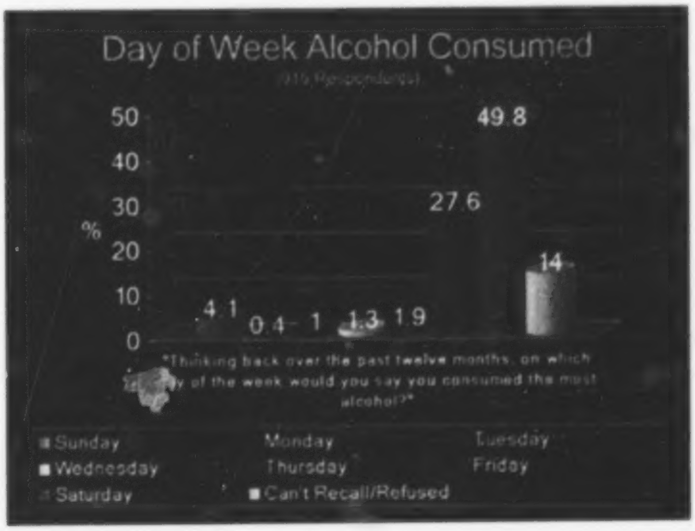


Chart 127 shows respondents 65 Years of Age and Older were the *least likely* to have consumed alcohol on **Friday** (16.4% vs. 27.6% for the Total Sample). At the other end of the scale, Aboriginal respondents were the *most likely* to have consumed alcohol on this day (41.5% vs. 27.6% for the Total Sample).

Chart 127

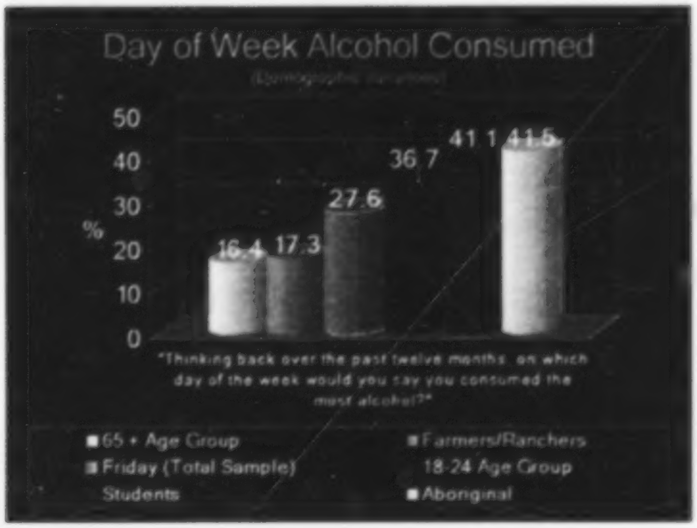


Chart 128 shows respondents 65 Years of Age and Older were the *least likely* to have consumed alcohol on **Saturday** (33.9% vs. 49.8% for the Total Sample). At the other end of the scale, respondents Aged 45 to 54 were the *most likely* to have consumed alcohol on this day (61% vs. 49.8% for the Total Sample).

Chart 128

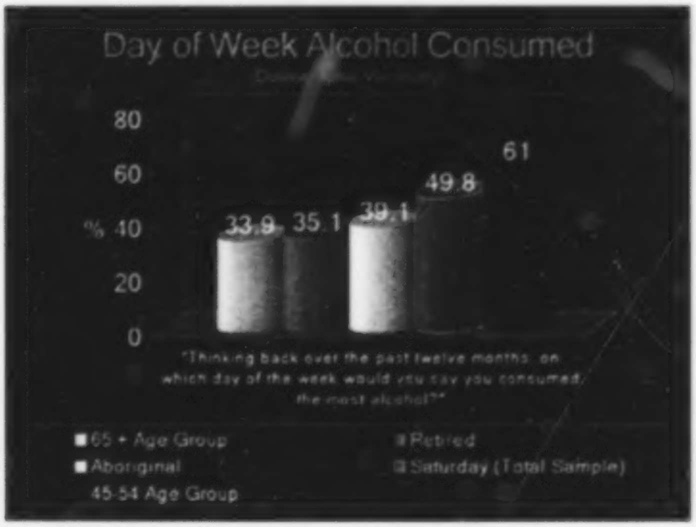


Chart 129 shows the **Day of the Week** alcohol was consumed most by **18 to 29 Year Olds**. *Saturday* (49 %) was the most common day of the week to drink, followed by *Friday* (38.7%).

Chart 129

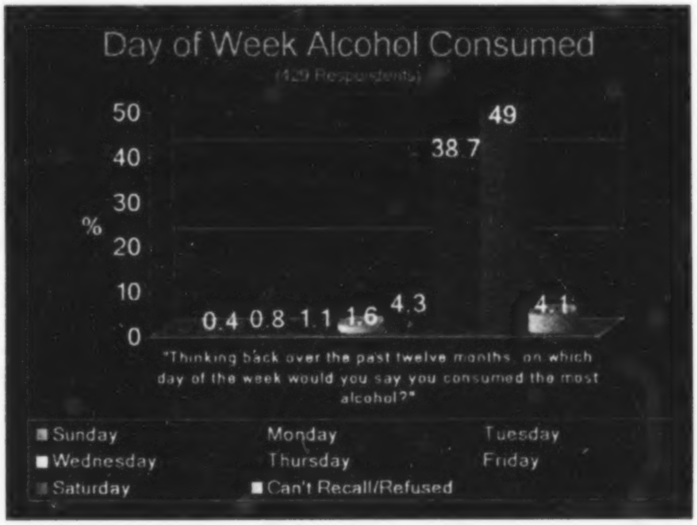


Chart 130 shows the demographic breakdown of the **18 to 24 Age Group** in response to this question. Aboriginal Respondents were the only demographic sub-group to differ significantly from the Total Sample with regards to alcohol consumption on **Friday**.

Chart 130

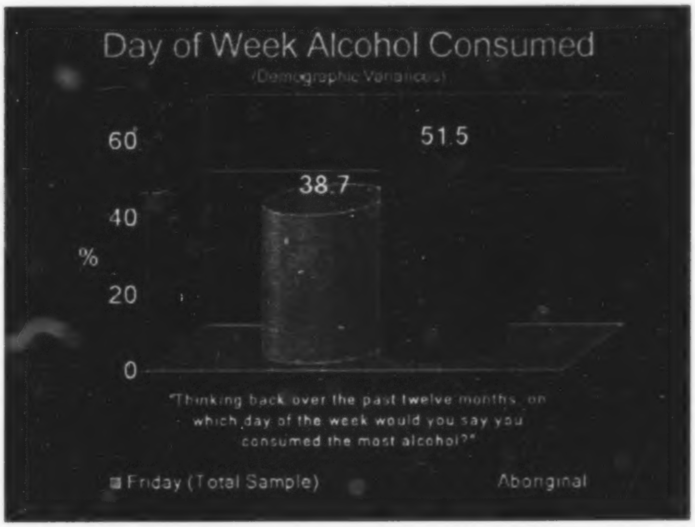


Chart 131 shows the demographic breakdown of the **18 to 24 Age Group** in response to this question. Aboriginal Respondents were the *least likely* to have consumed alcohol on **Saturday** (36% vs. 61.5% for the Total Sample). At the other end of the scale, respondents Employed Part-Time were the *most likely* to have consumed alcohol on this day (61.5% vs. 49% for the Total Sample).

Chart 131

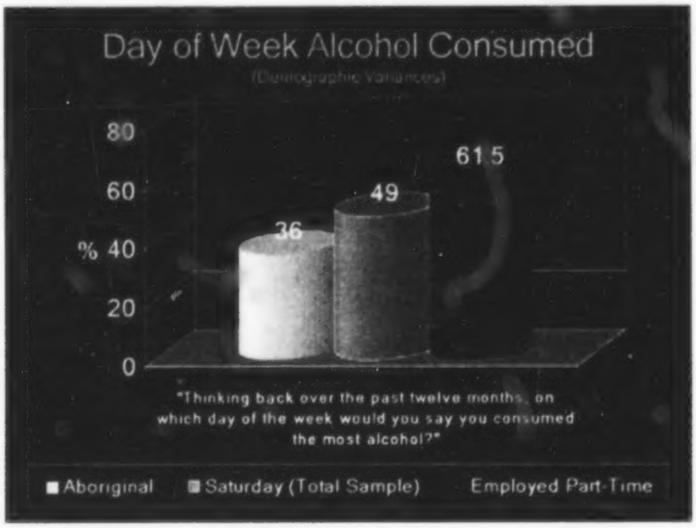


Chart 132 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months to list the single most important reason for **Starting to Use Alcohol.** 27.7% of respondents listed to *Be Sociable*, followed by 22.3% who said *Friends were Using*.

Chart 132

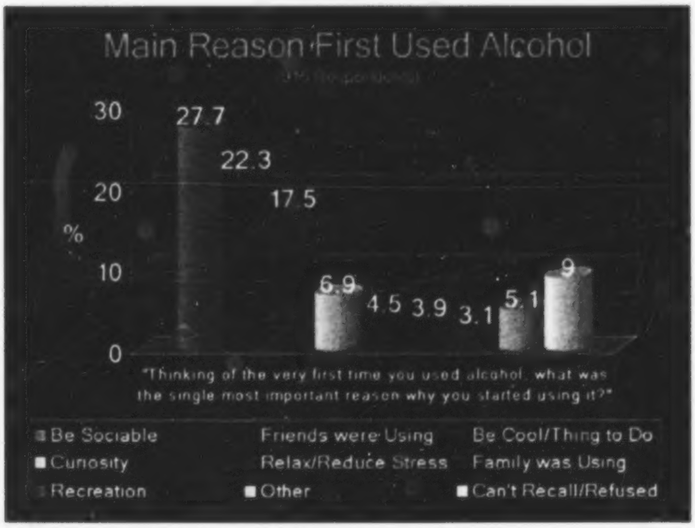


Chart 133 asks **18 to 29 Year Olds** to list the single most important reason for **Starting to Use Alcohol.** 21.8% of respondents listed to *Be Sociable*, 19.5% said *Friends were Using*, followed by 18% who said they first used alcohol to *Be Cool/Thing to Do.*

Chart 133

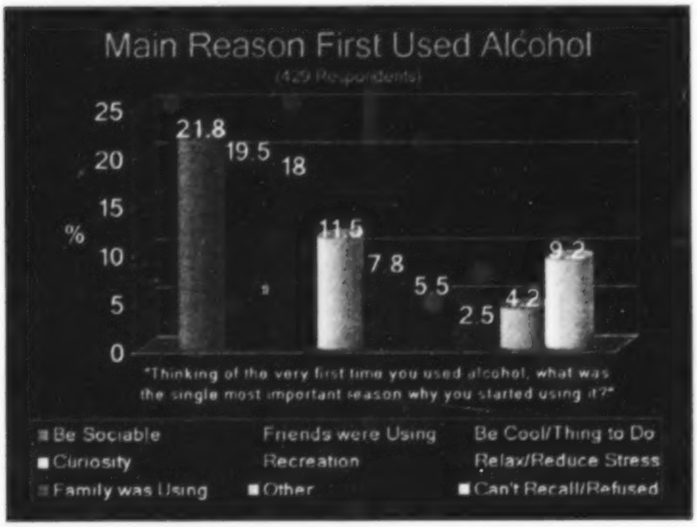


Chart **134** asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months to list the single most important reason for **Still Using Alcohol.** 46.8% of respondents listed to *Be Sociable*, followed by 15.1% who said they drink to *Relax/Reduce Stress.*

Chart 134

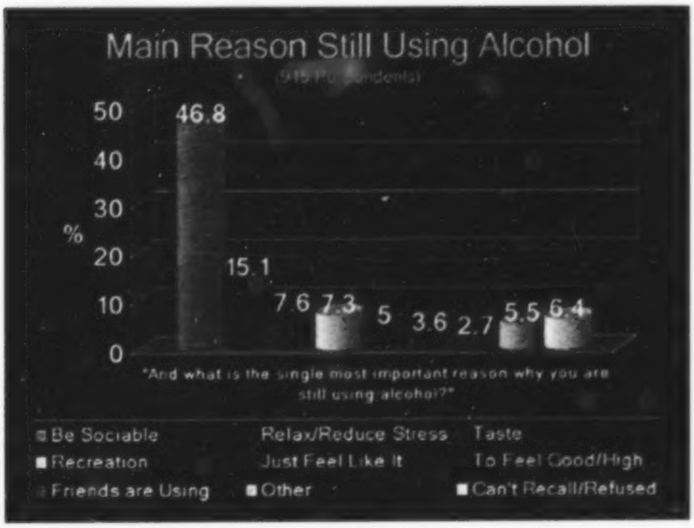


Chart 135 asks **18 to 29 Year Olds** to list the single most important reason for **Still Using Alcohol**. 41% of respondents listed to *Be Sociable*, 16.2% said to *Relax/Reduce Stress*, followed by 12.4% who said they drink for *Recreation*.

Chart 135

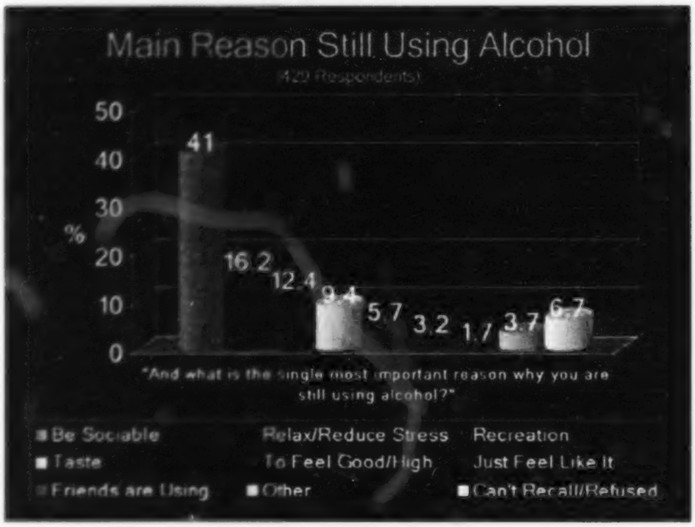


Chart 136 asks the **915 respondents** who had consumed an alcoholic beverage during the past 12 months at what **Age** they started drinking alcoholic beverages. 20.9% of respondents started drinking at *Age 16*, 19.1% started at *19 Years of Age and Older*, followed by 16.6% who started at *15 Years of Age or Younger*.

Chart 136

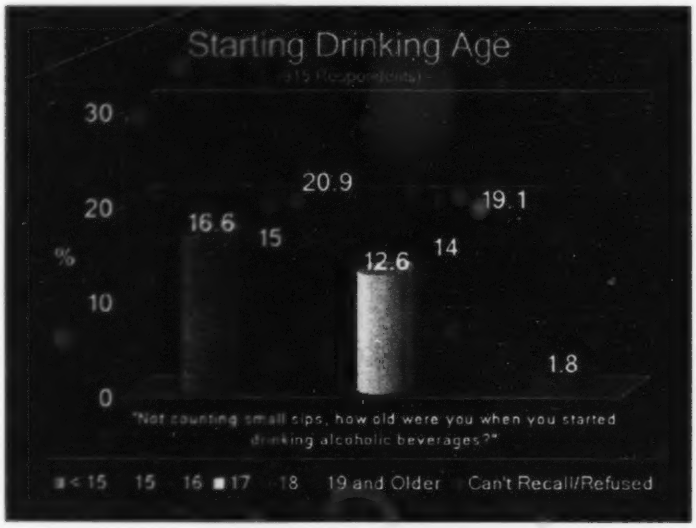


Chart 137 shows respondents with Trades Education were the *least likely* to have started drinking at **15 Years of Age or Less** (6.3% vs. 16.6% for the Total Sample). At the other end of the scale, respondents Aged 25 to 29 were the *most likely* to have started drinking at this age (30.8% vs. 16.6% for the Total Sample).

Chart 137

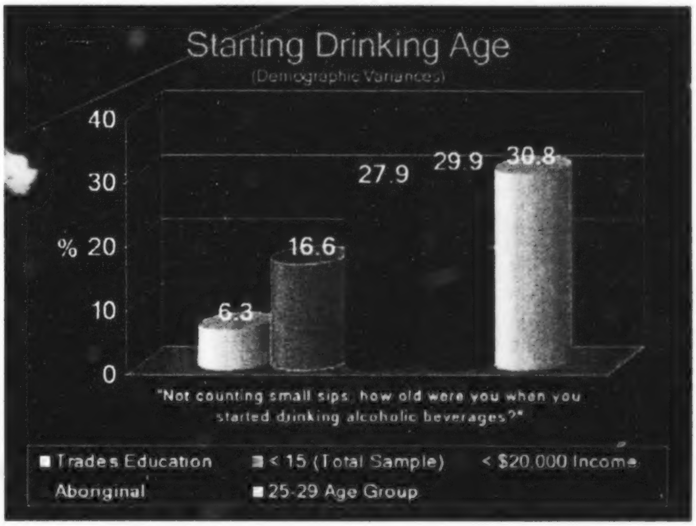


Chart 138 asks **18 to 29 Year Olds** at what Age they started drinking alcoholic beverages. 25% of respondents started drinking at *15 Years of Age or Younger*, 21.7% started at *Age* 15, while 21.3% started at *Age 16*.

Chart 138

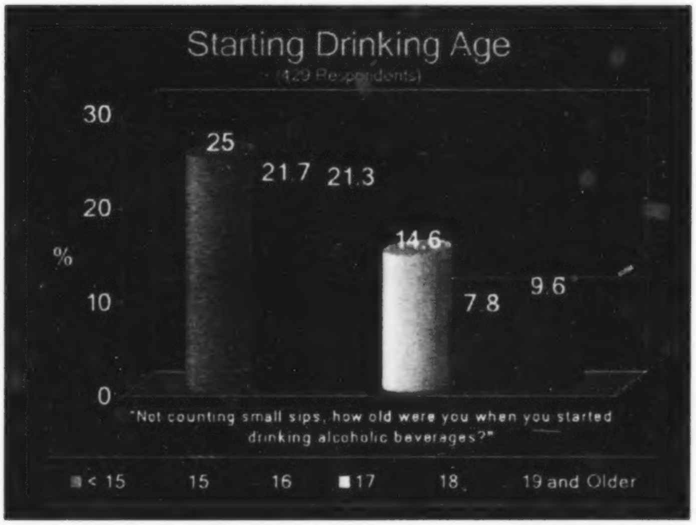


Chart 139 shows the demographic breakdown of the 18 to 24 Age Group in response to this question. Students were the *most likely* to have started drinking at 15 Years of Age or Less (36% vs. 25% for the Total Sample).

Chart 139

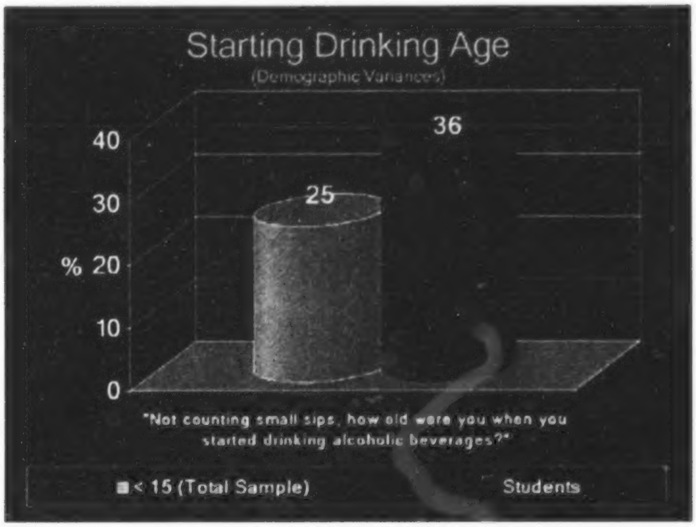


Chart 140 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how often they had drank **More than Intended.** 65% of respondents said *Never*, 25.3% said *Less than Monthly*, followed by 7.1% who said they drank more than intended on a *Monthly* basis.

Chart 140

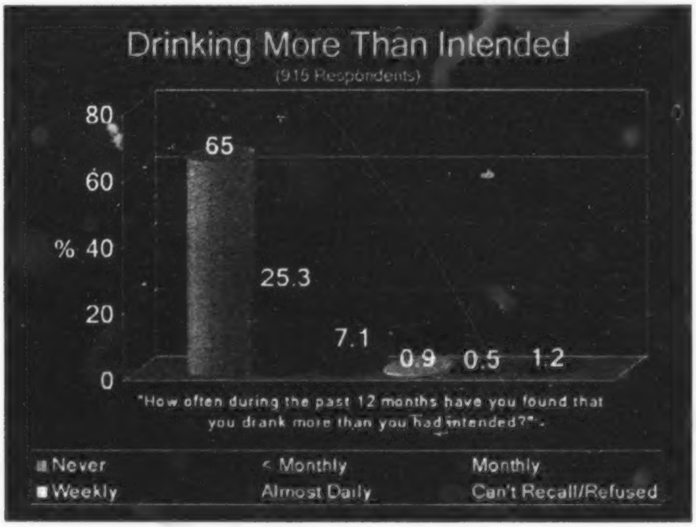


Chart 141 asks 18 to 29 Year Olds how often they had drank More than Intended during the past 12 months. 41.2% of respondents said *Never*, 42.1% said *Less than Monthly*, followed by 13.3% who said they drank more than intended on a *Monthly* basis.

Chart 141

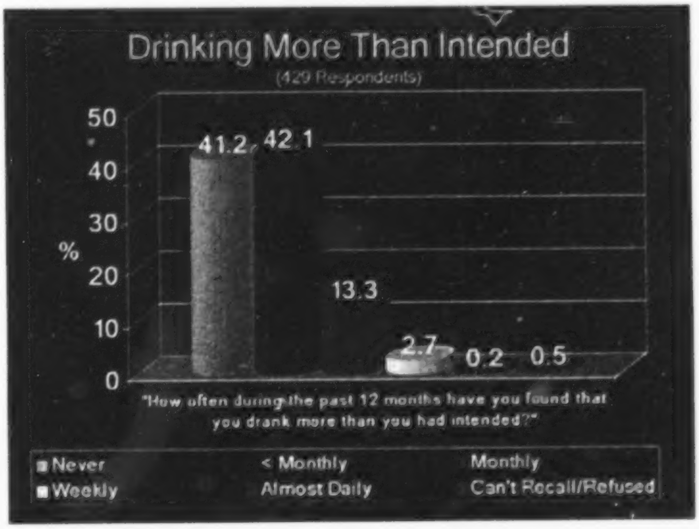


Chart 142 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how often they Failed to Meet Expectations because of drinking. 89.1% of respondents said *Never*, followed by 7.5% who said they failed to meet expectations on a *Less than Monthly* basis.

Chart 142

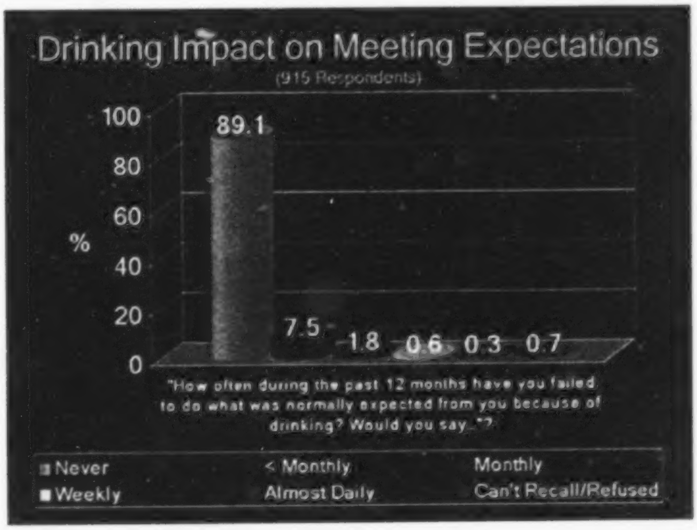


Chart 143 asks 18 to 29 Year Olds how often they **Failed to Meet Expectations** because of drinking. 80.6% of respondents said *Never*, followed by 14.5% who said they failed to meet expectations on a *Less than Monthly* basis.

Chart 143

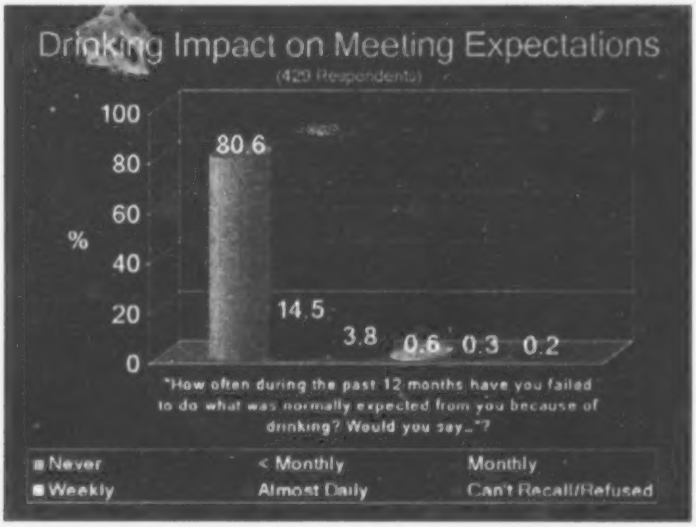


Chart 144 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how often they Failed to Go to Work the next day because of drinking. 93.4% of respondents said *Never*, followed by 2% who said they failed to go to work on a *Less than Monthly* basis.

Chart 144

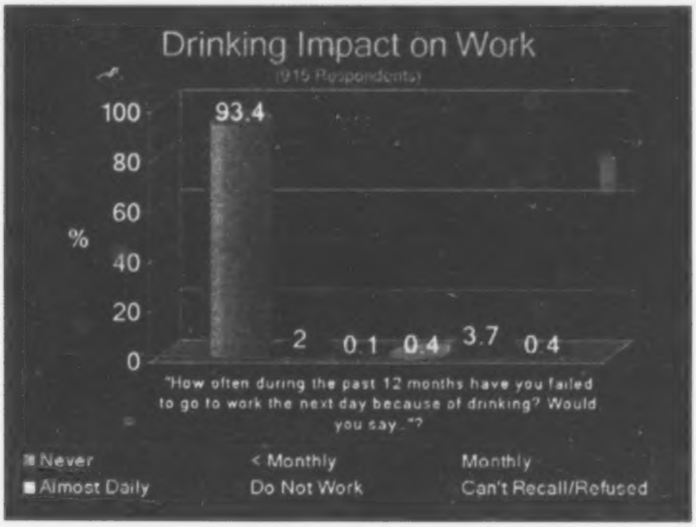


Chart 145 asks 18 to 29 Year Olds how often they Failed to Go to Work the next day because of drinking during the past 12 months. 91.9% of respondents said *Never*, followed by 6% who said they failed to go to work on a *Less than Monthly* basis.

Chart 145

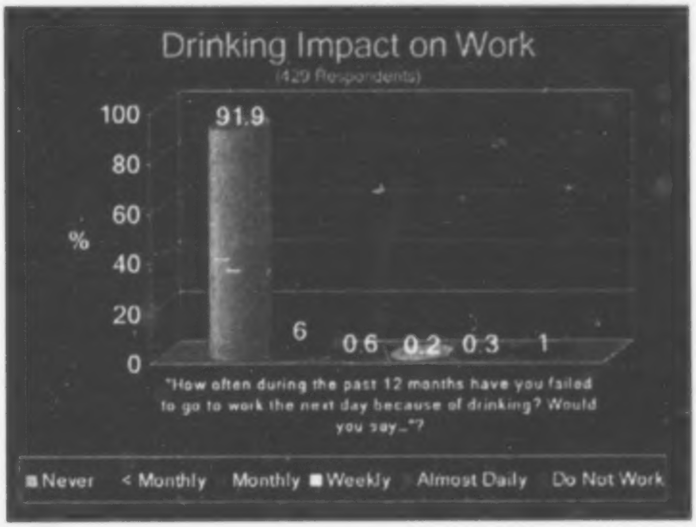


Chart 146 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how often they Failed to Go to School the next day because of drinking. 74% of respondents said *Never*, followed by 2.1% who said they failed to go to school on a *Less than Monthly* basis. 23% of these respondents *Do Not Attend School*.

Chart 146

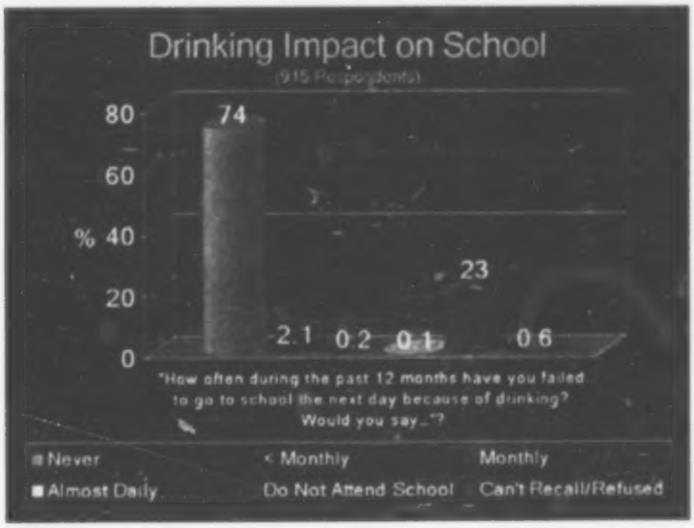


Chart 147 asks 18 to 29 Year Olds how often they **Failed to Go to School** the next day because of drinking during the past 12 months. 80% of respondents said *Never*, followed by 5.5% who said they failed to go to school on a *Less than Monthly* basis. 12.4% of these respondents *Do Not Attend School*.

Chart 147

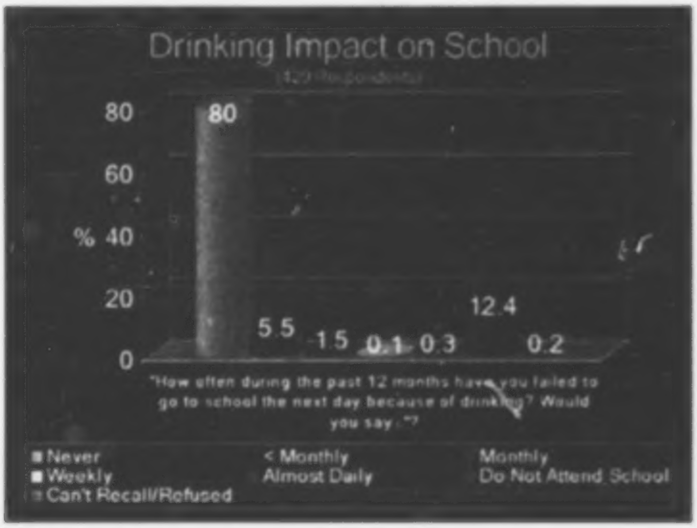


Chart 148 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how often they had **Feelings of Guilt or Remorse** after drinking. 86.4% of respondents said *Never*, followed by 9.7% who had these feelings on a *Less than Monthly* basis.

Chart 148

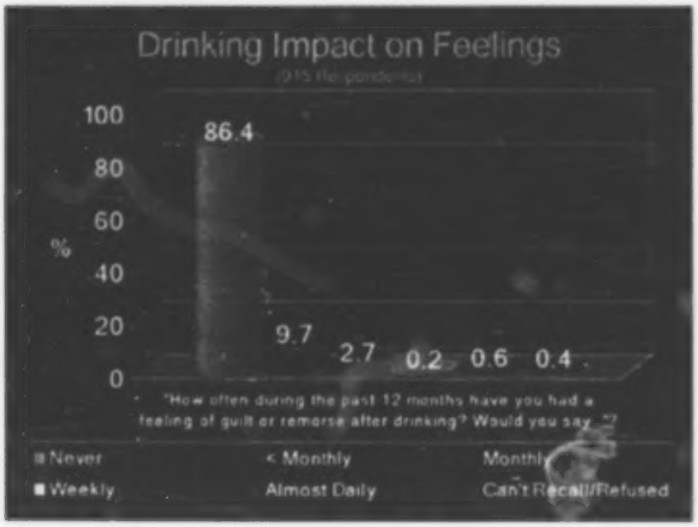


Chart 149 asks 18 to 29 Year Olds how often they had Feelings of Guilt or Remorse after drinking during the past 12 months. 72.6% of respondents said *Never*, followed by 19.5% who had these feelings on a *Less than Monthly* basis.

Chart 149

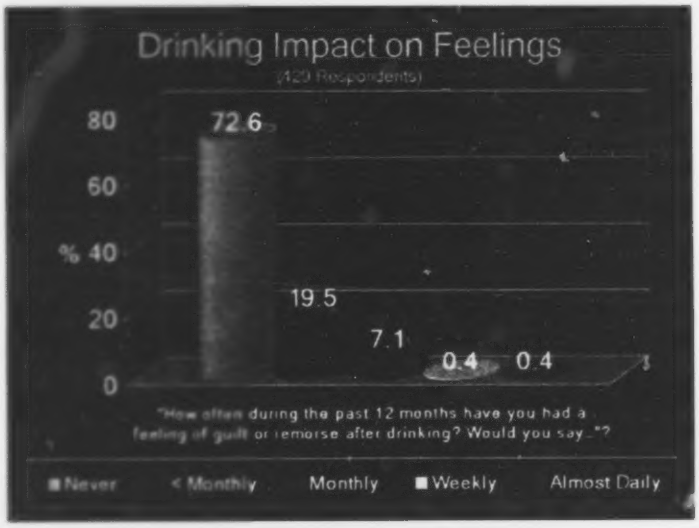


Chart 150 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how often they had been Unable to Remember what happened the night before because of drinking. 89.3% of respondents said *Never*, followed by 8% who experienced this on a *Less than Monthly* basis.

Chart 150

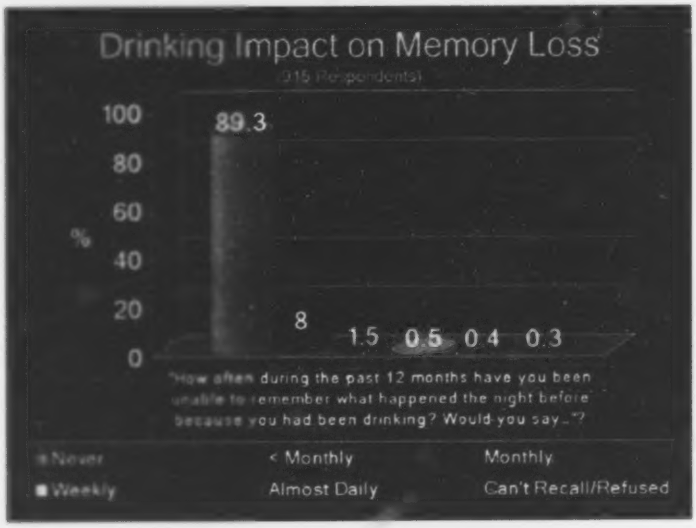


Chart 151 asks **18 to 29 Year Olds** how often during the past 12 months they had been **Unable to Remember** what happened the night before because of drinking. 72.6% of respondents said *Never*, followed by 21.3% who experienced this on a *Less than Monthly* basis.

Chart 151

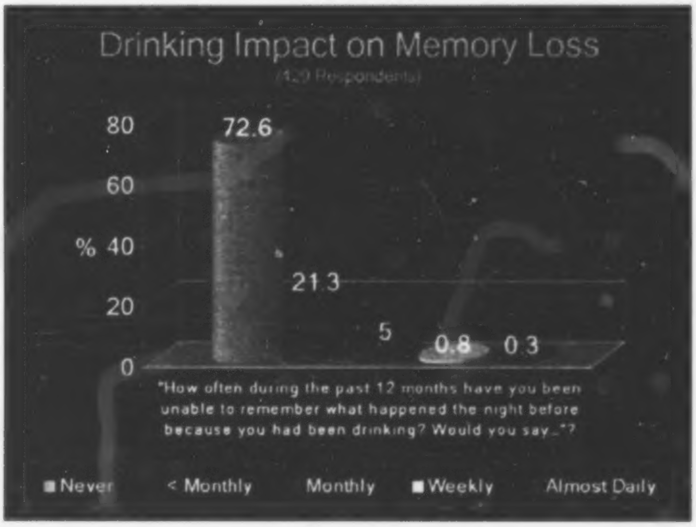


Chart 152 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how often they, or someone else, had been **Physically Injured** as a result of drinking. 95% of respondents said *Never*, followed by 3.3% who experienced injury on a *Less than Monthly* basis.

Chart 152

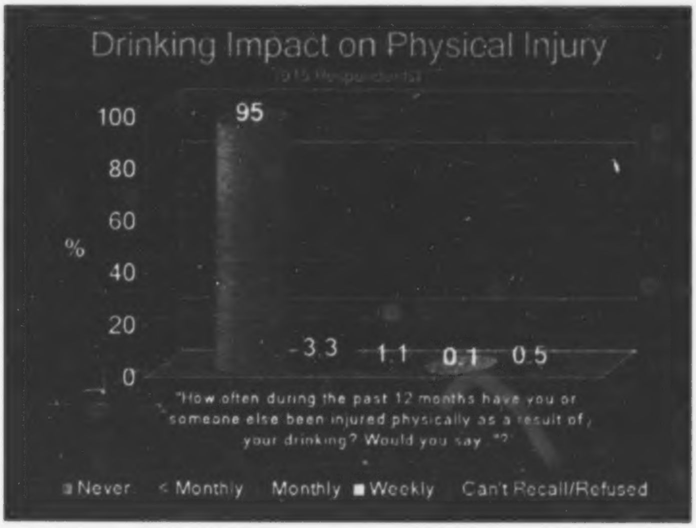


Chart 153 asks 18 to 29 Year Olds how often they, or someone else, had been Physically Injured as a result of drinking during the past 12 months. 85.4% of respondents said *Never*, followed by 11.2% who experienced injury on a *Less than Monthly* basis.

Chart 153

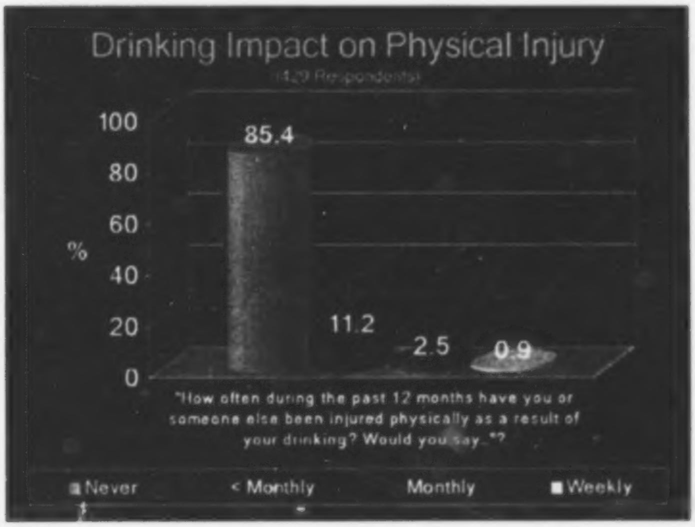


Chart 154 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how often a friend or health care worked had suggested **Cutting Down** on drinking. 95.6% of respondents said *Never*, followed by 2.8% who received this suggestion on a *Less than Monthly* basis.

Chart 154

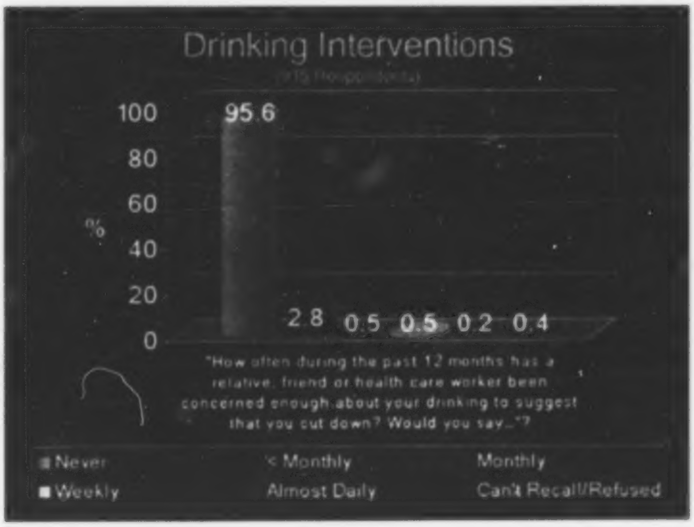


Chart 155 asks **18 to 29 Year Olds** how often a friend or health care worked had suggested **Cutting Down** on drinking during the past 12 months. 93.1% of respondents said *Never*, followed by 4.7% who received this suggestion on a *Less than Monthly* basis.

Chart 155

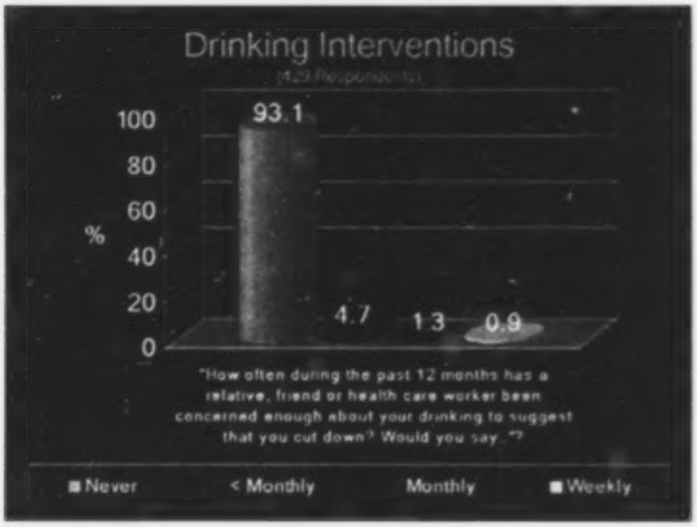


Chart 156 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months if they had **Consumed More or Less** alcohol compared to the previous year. 12.5% of respondents had consumed *More*, while 41.8% had consumed *Less*. 44.7% of respondents had consumed *About the Same* amount of alcohol.

Chart 156

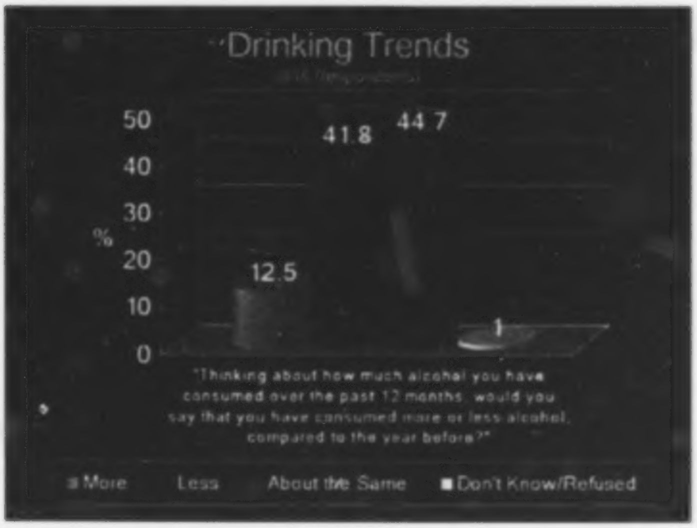


Chart 157 shows respondents 65 Years if Age and Older were the *least likely* to have had **Consumed More** alcohol compared to the previous year (4.3% vs. 12.5% for the Total Sample). At the other end of the scale, Students were the *most likely* to have **Consumed More** alcohol (38.6% vs. 12.5% for the Total Sample).

Chart 157

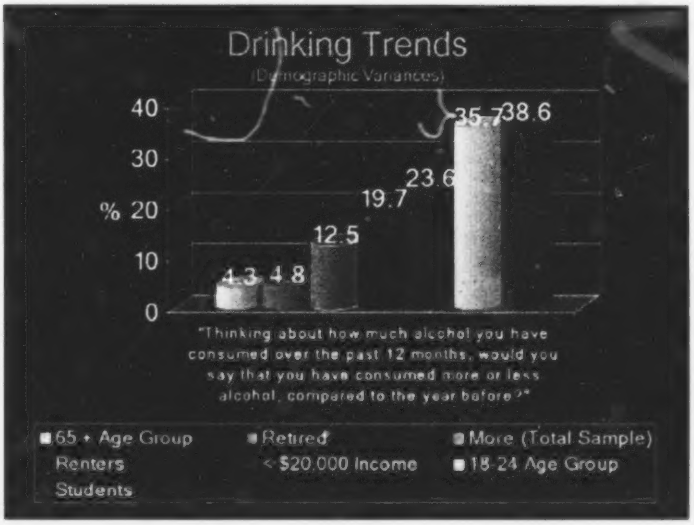


Chart 158 asks **18 to 29 Year Olds** if they had **Consumed More** or **Less** alcohol compared to the previous year. 28.9% of respondents had consumed *More*, while 50.2% had consumed *Less*. 20.7% of respondents had consumed *About the Same* amount of alcohol.

Chart 158

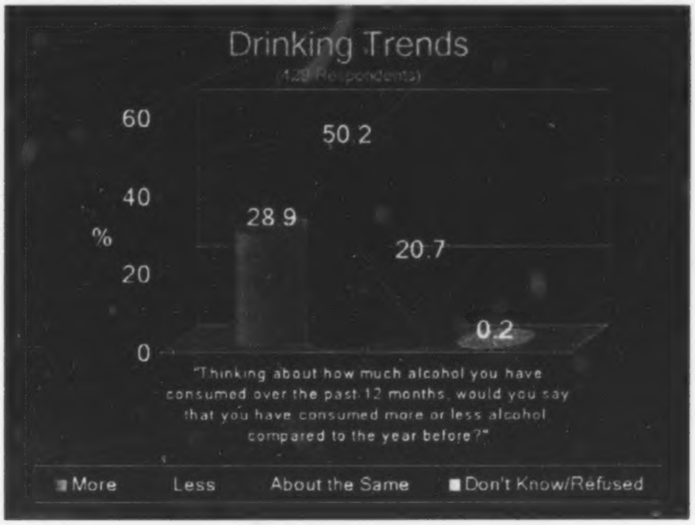


Chart 159 shows the demographic breakdown of the **18 to 24 Age Group** in response to this question. Respondents with a Household income of $20,000 or Less were the *most likely* to have **Consumed More** alcohol (41.6% vs. 28.9% for the Total Sample).

Chart 159

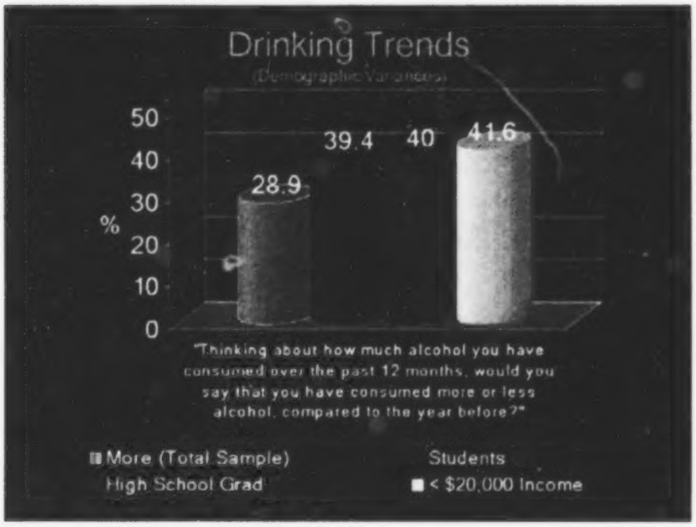


Chart 160 shows the demographic breakdown of the **18 to 24 Age Group** in response to this question. Respondents living in Regina were the *least likely* to have **Consumed Less** alcohol (37.9% vs. 50.2% for the Total Sample). At the other end of the scale, Aboriginal respondents were the *most likely* to have **Consumed Less** alcohol (72% vs. 50.2% for the Total Sample).

Chart 160

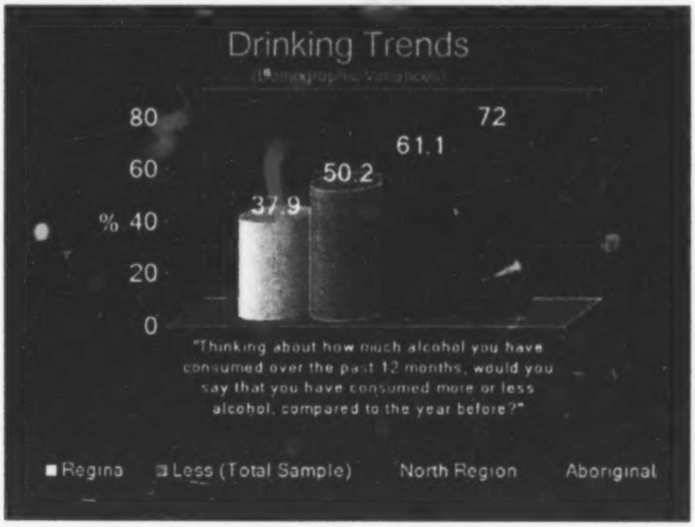


Chart 161 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how many Days at Work or School were Missed because of drinking. 90.4% of respondents said *None*, while 2.3% listed *1 or 2 Days* missed.

Chart 161

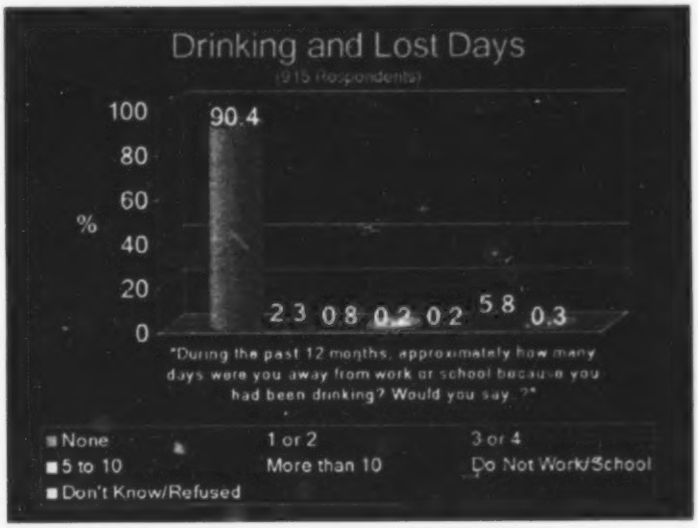


Chart 162 asks 18 to 29 Year Olds how many Days at Work or School were Missed because of drinking during the past 12 months. 88.2% of respondents said *None*, while 7.2% listed *1 or 2 Days* missed.

Chart 162

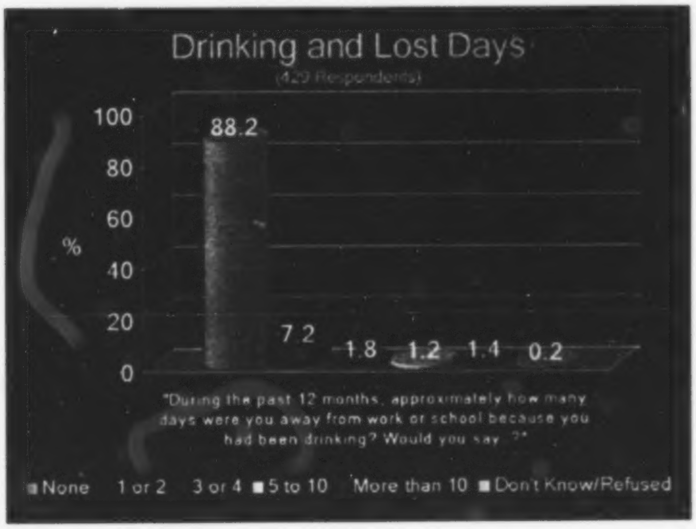


Chart 163 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how many times **Medical Treatment was Required** to treat illness because of drinking. 97.7% of respondents said *None*, while 1.6% listed *1 or 2 times*.

Chart 163

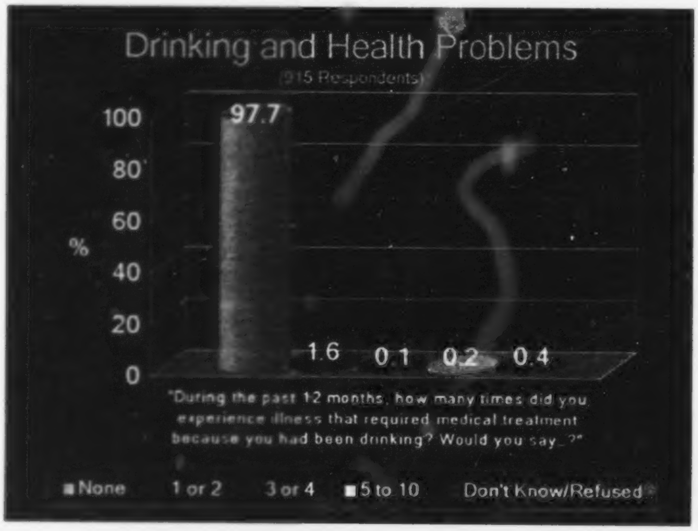


Chart 164 asks **18 to 29 Year Olds** how many times **Medical Treatment was Required** to treat illness because of drinking during the past 12 months. 97.3% of respondents said *None*, while 2.2% listed *1 or 2 times*.

Chart 164

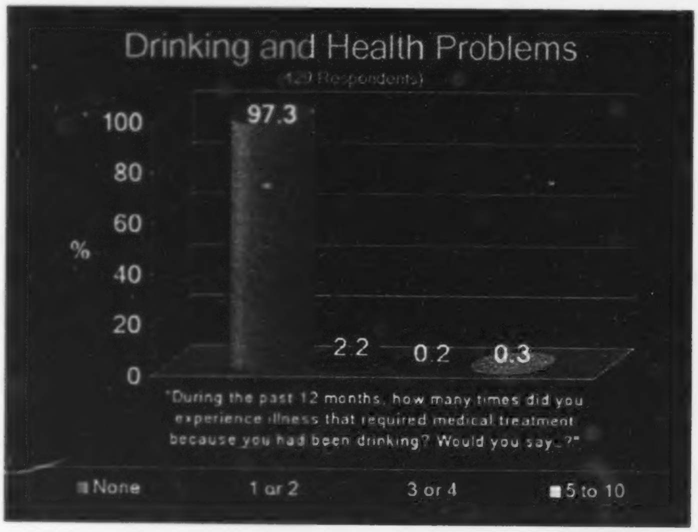


Chart 165 asks the 915 respondents who had consumed an alcoholic beverage during the past 12 months how many times **Arguments with Family or Friends** were had because of drinking. 89.2% of respondents said *None*, while 7.7% listed *1 or 2 times*.

Chart 165

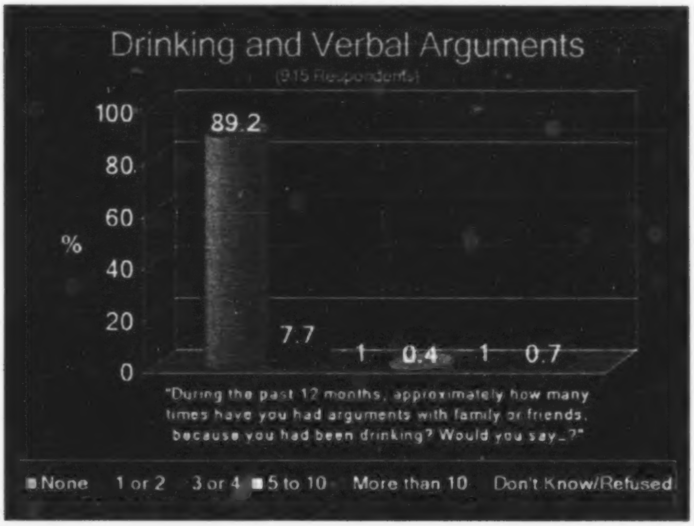


Chart 166 asks **18 to 29 Year Olds** how many times **Arguments with Family or Friends** were had because of drinking during the past 12 months. 78.8% of respondents said *None*, while 14.4% listed *1 or 2 times*.

Chart 166

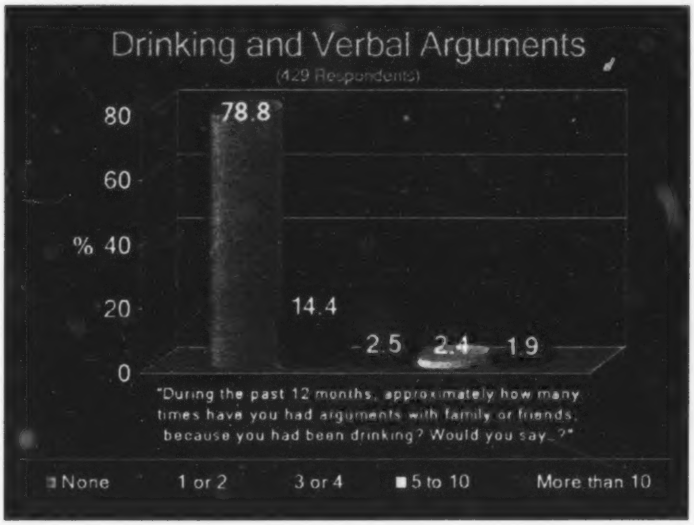


Chart 167 asks the 285 **Non-Drinkers** if they have ever had a drink of alcohol in the past. 75% reported *Yes, More than 12 Months Ago*, while 23.1% reported *Never* having a drink of alcohol.

Chart 167

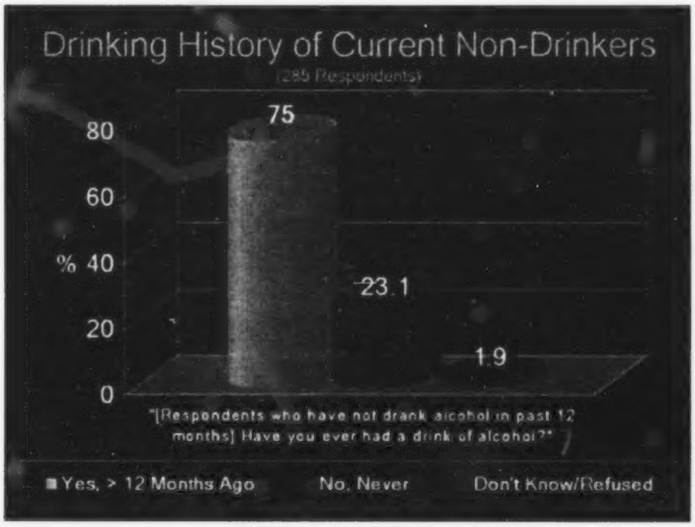


Chart 168 asks the 70 **Non-Drinking 18 to 29 Year Olds** if they have ever had a drink of alcohol in the past. 74.9% reported *Yes, More than 12 Months Ago*, while 25.1% reported *Never* having a drink of alcohol.

Chart 168

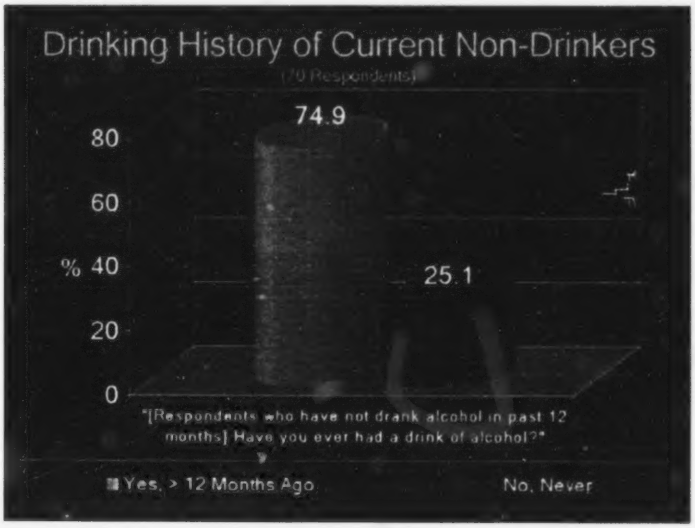


Chart 169 asks the 285 **Non-Drinkers** the single most important reason for **Not Using** alcohol in the past 12 months. 27.6% said it was because of *Health Risks*, 17.1% said they *Don't Enjoy It*, and 14.3% listed *Moral/Spiritual* reasons for not drinking.

Chart 169

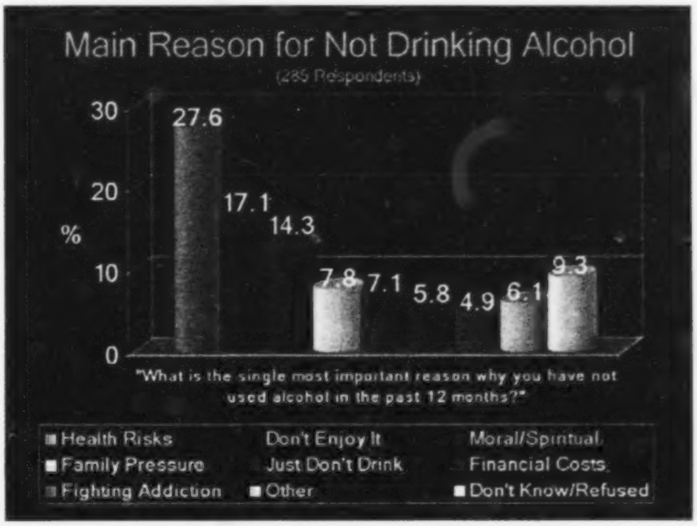


Chart 170 asks the 70 **Non-Drinking 18 to 29 Year Olds** the single most important reason for **Not Using** alcohol in the past 12 months. 37.5% said it was because of *Health Risks*, 14.5% listed *Moral/Spiritual* reasons, and 14% said they *Don't Enjoy It*.

Chart 170

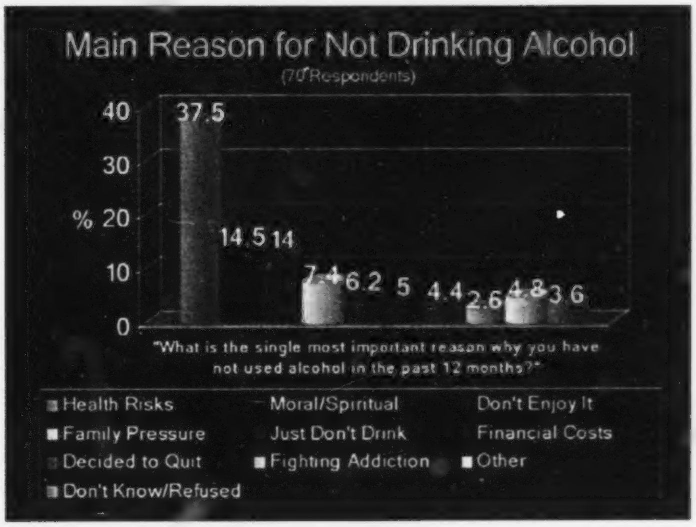


Chart 171 asks all 1200 respondents how serious a problem Alcohol Abuse is in Saskatchewan today. 45.6% say it is *Very Serious*, followed closely by 45.7% who say it is *Somewhat Serious*.

Chart 171

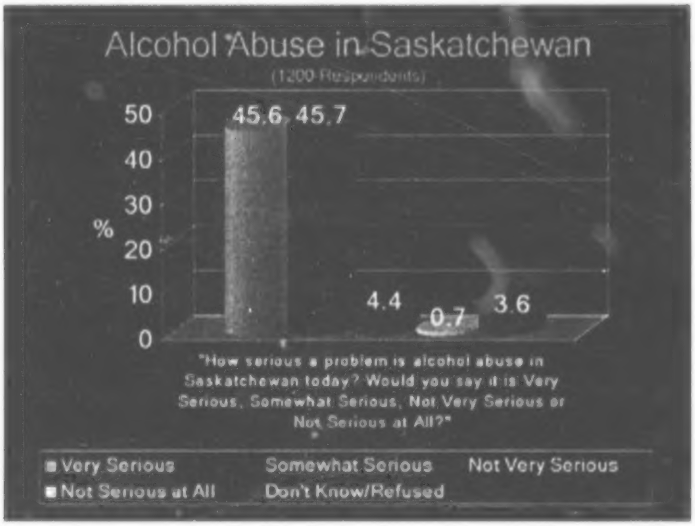


Chart 172 shows Farmers/Ranchers were the *least likely* of all to identify Alcohol Abuse in Saskatchewan as a Very Serious problem (34.8% vs. 45.6% for the Total Sample).

Chart 172

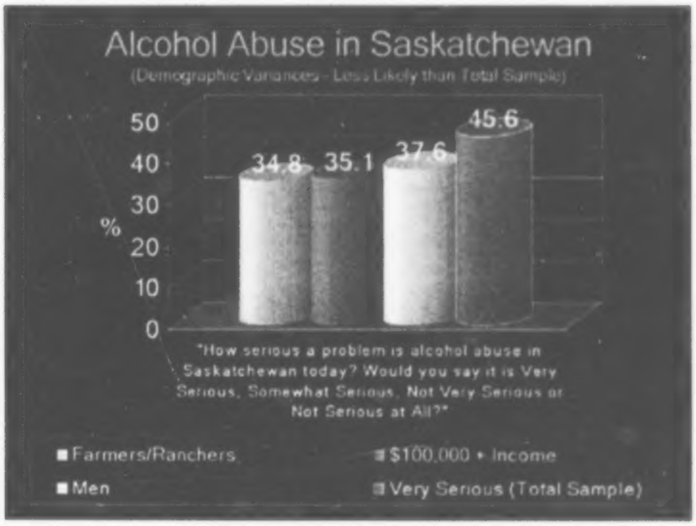


Chart 173 shows Aboriginal respondents were the *most likely* of all to identify **Alcohol Abuse** in Saskatchewan as a Very Serious problem (64.2% vs. 45.6% for the Total Sample).

Chart 173

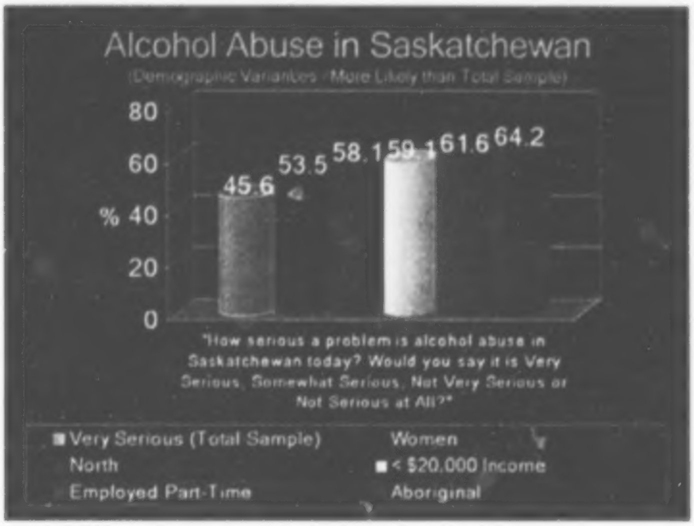


Chart 174 asks **18 to 29 Year Olds** how serious a problem **Alcohol Abuse** is in Saskatchewan today. 36.7% say it is *Very Serious*, and 52.8% say it is a *Somewhat Serious* problem.

Chart 174

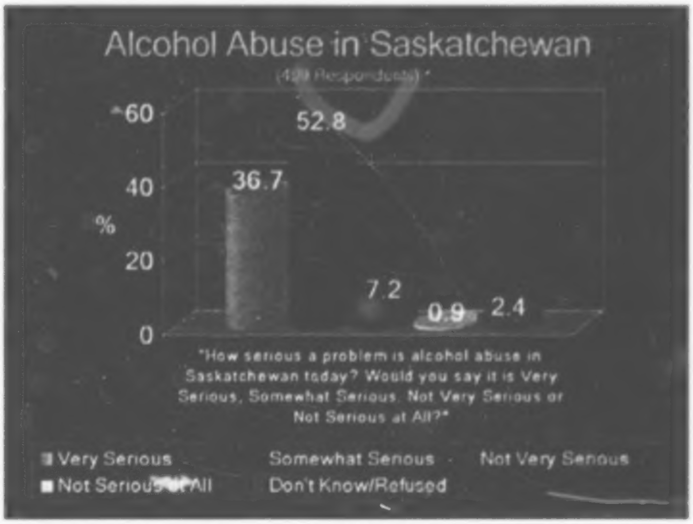


Chart 175 shows the demographic breakdown of the 18 to 24 Age Group in response to this question. Aboriginal respondents were the *most likely* of all to identify Alcohol Abuse in Saskatchewan as a **Very Serious** problem (58.8% vs. 36.7% for the Total Sample).

Chart 175

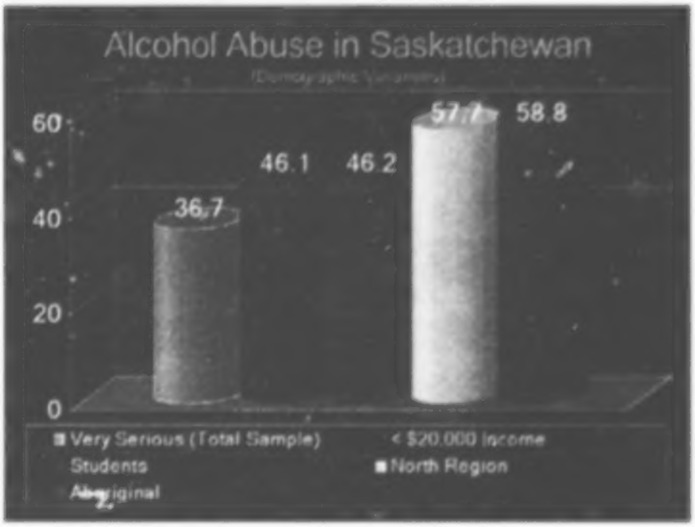


Chart 176 asks all 1200 respondents how much risk there is in harming ones' self or others when drinking alcohol Once in a While. 10.2% say there is *No Risk*, 35.5% indicate a *Slight Risk*, 28.1% say there is a *Moderate Risk*, and 21.2% identify a *High Risk*.

Chart 176

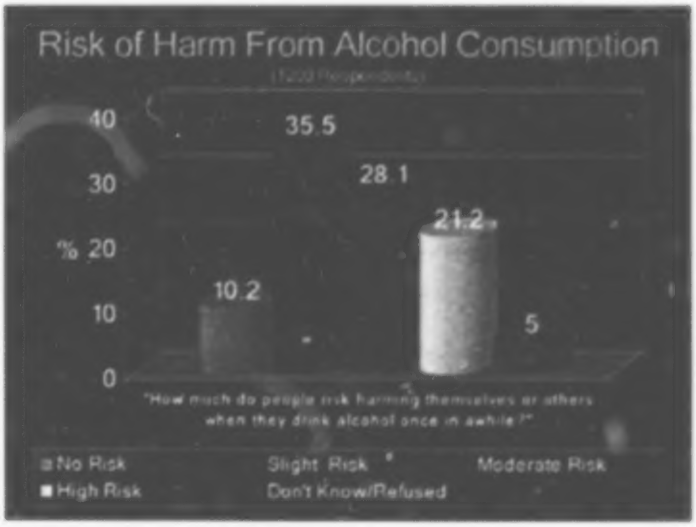


Chart 177 shows Aboriginal respondents were the *most likely* of all to identify *High Risk* of harming ones' self or others when drinking alcohol Once in a While (39% vs. 21.2% for the Total Sample).

Chart 177

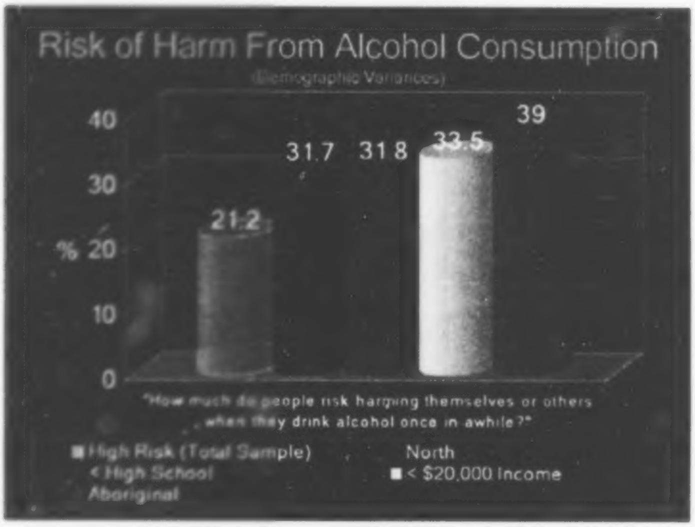


Chart 178 asks 18 to 29 Year Olds how much risk there is in harming ones' self or others when drinking alcohol Once in a While. 10.8% say there is *No Risk*, 42.2% indicate a *Slight Risk*, 32.8% say there is a *Moderate Risk*, and 12.4% identify a *High Risk*.

Chart 178

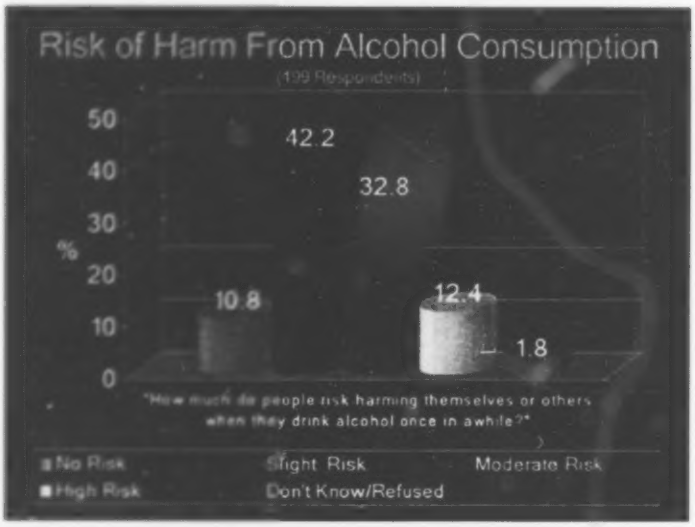


Chart 179 shows the demographic breakdown of the 18 to 24 Age Group in response to this question. Aboriginal respondents were the *most likely* to identify *High Risk* of harming ones' self or others when drinking alcohol Once in a While (30.3% vs. 12.4% for the Total Sample).

Chart 179

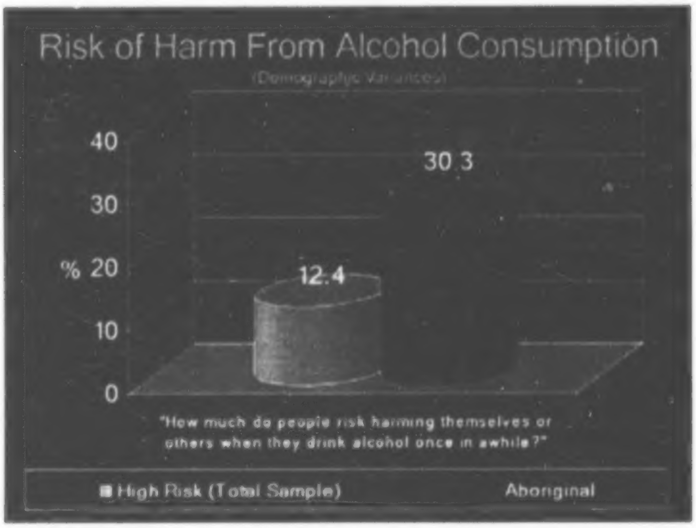


Chart 180 asks all 1200 respondents how much risk there is in harming ones' self or others when drinking alcohol on a Regular Basis. 1.7% say there is *No Risk*, 8.3% indicate a *Slight Risk*, 28.3% say there is a *Moderate Risk*, and 57.2% identify a *High Risk*.

Chart 180

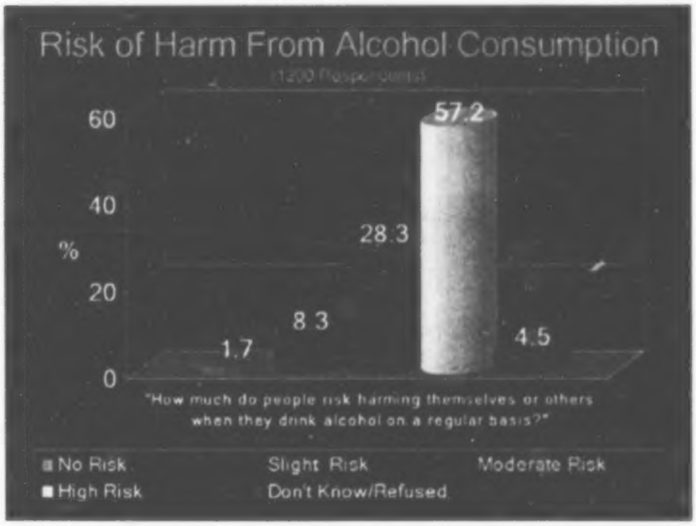


Chart 181 shows Farmers/Ranchers were the *least likely* to identify *High Risk* of harming ones' self or others when drinking alcohol on a **Regular Basis** (43.9% vs. 57.2% for the Total Sample). At the other end of the scale, Aboriginal respondents were the *most likely* to identify *High Risk* (69% vs. 57.2% for the Total Sample).

Chart 181

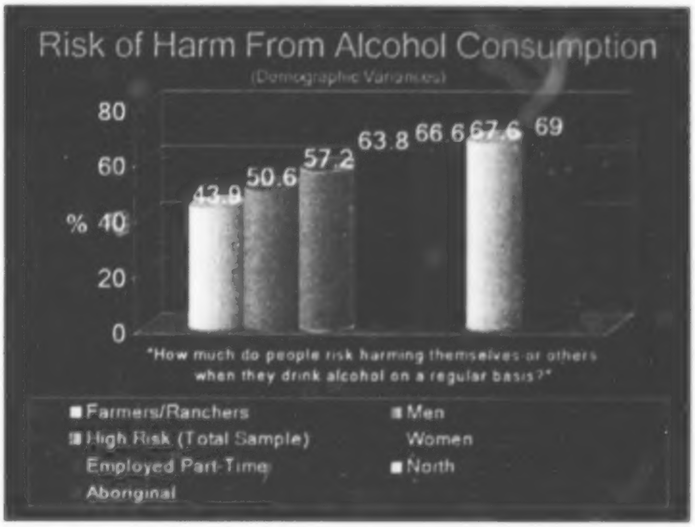


Chart 182 asks **18 to 29 Year Olds** how much risk there is in harming ones' self or others when drinking alcohol on a **Regular Basis**. 1.4% say there is *No Risk*, 11.5% indicate a *Slight Risk*, 37% say there is a *Moderate Risk*, and 48.1% identify a *High Risk*.

Chart 182

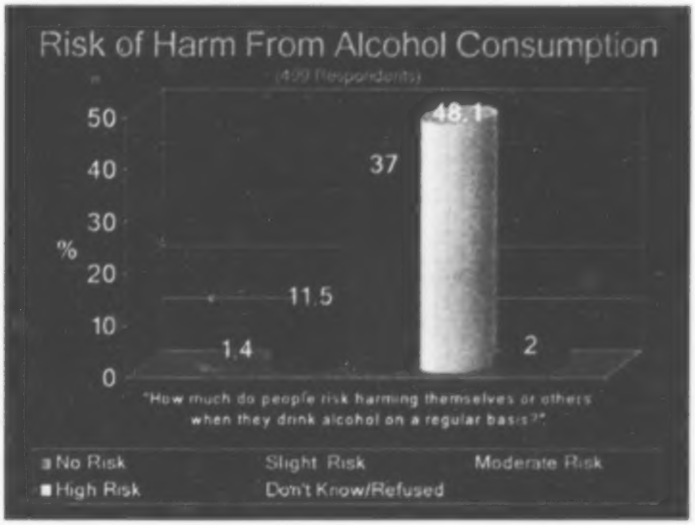


Chart 183 shows the demographic breakdown of the **18 to 24 Age Group** in response to this question. Men were the *least likely* to identify *High Risk* of harming ones' self or others when drinking alcohol on a **Regular Basis** (37.8% vs. 48.1% for the Total Sample). At the other end of the scale, Aboriginal respondents were the *most likely* to identify *High Risk* (65.6% vs. 48.1% for the Total Sample).

Chart 183

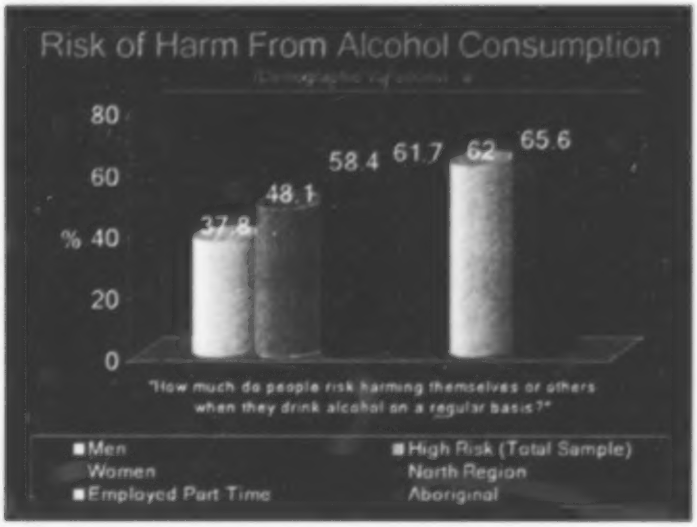


Chart 184 asks all 1200 respondents to list the **Immediate and Long-term Risks** of drinking excessively. 63.5% list *Health Problems*, 57.7% identify *Drinking and Driving*, and 31.4% name *Family Abuse*.

Chart 184

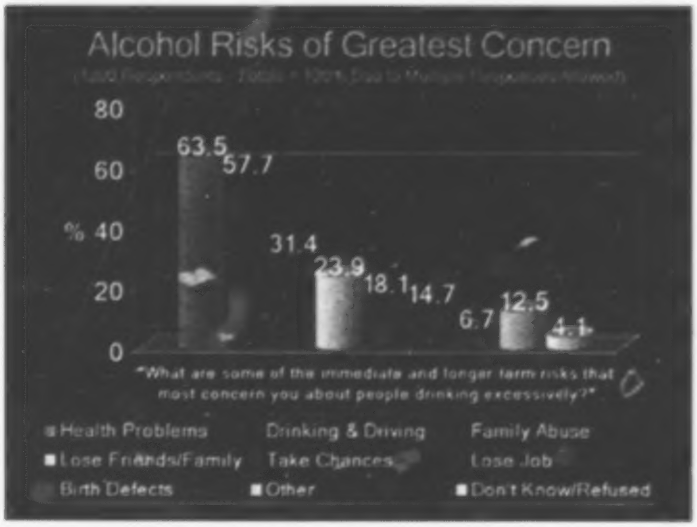
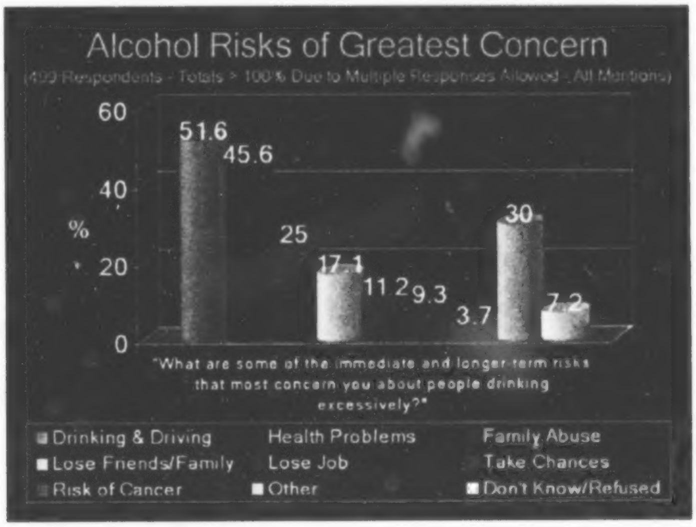


Chart 185 asks 18 to 29 Year Olds to list the Immediate and Long-term Risks of drinking excessively. 51.6% list *Drinking and Driving*, 45.6% identify *Health Problems*, and 25% name *Family Abuse*.

Chart 185



VIII. Demographic Characteristics and Media Habits

The following charts display the demographic characteristics of the 1200 respondents who completed the Saskatchewan Omnibus Survey and the basic Media Habits of these respondents.

Chart 186

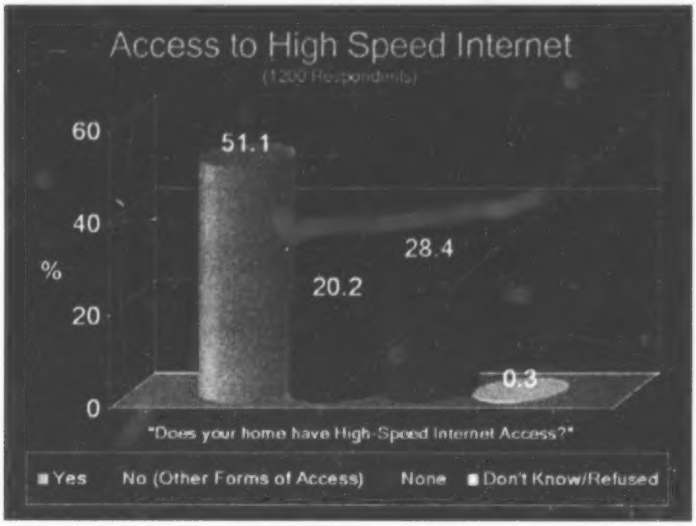


Chart 187

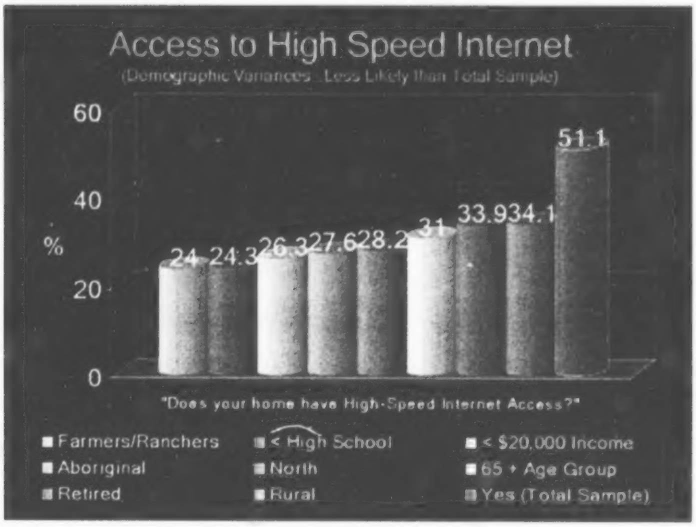


Chart 188

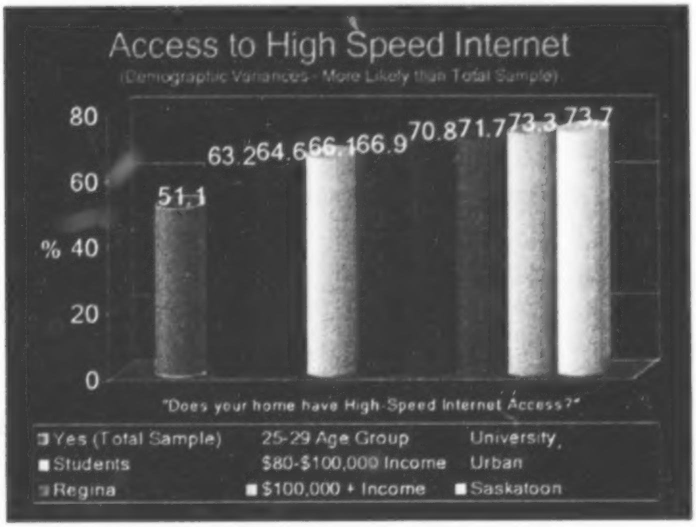


Chart 189

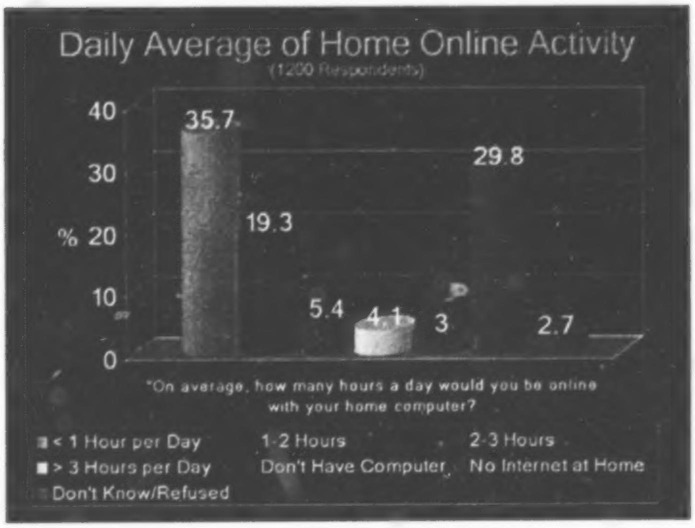


Chart 190

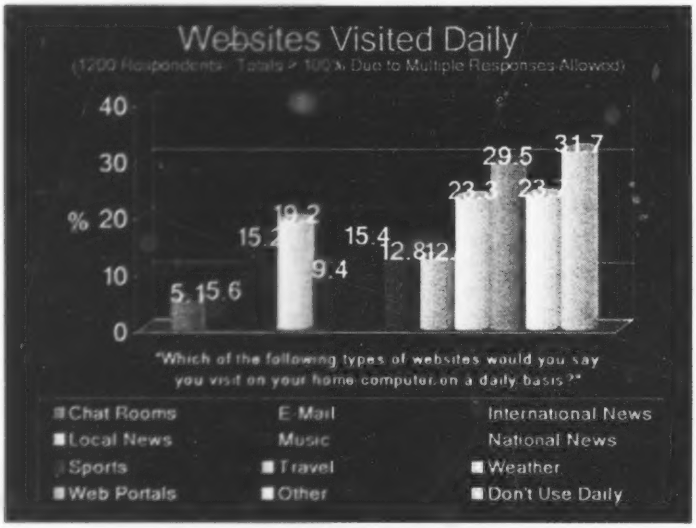


Chart 191

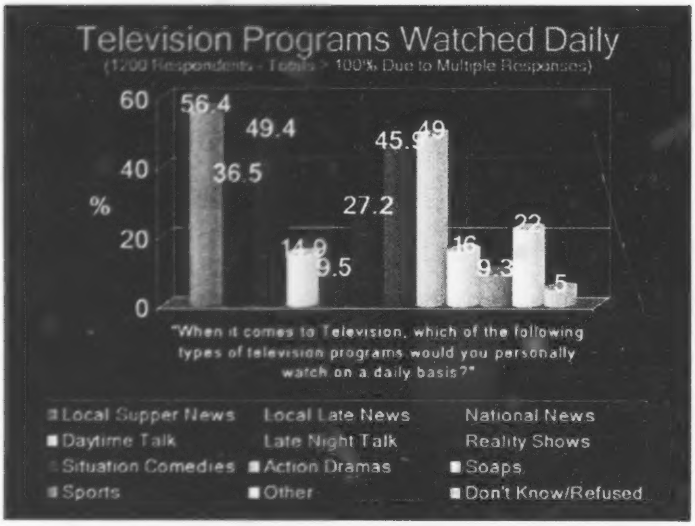


Chart 192

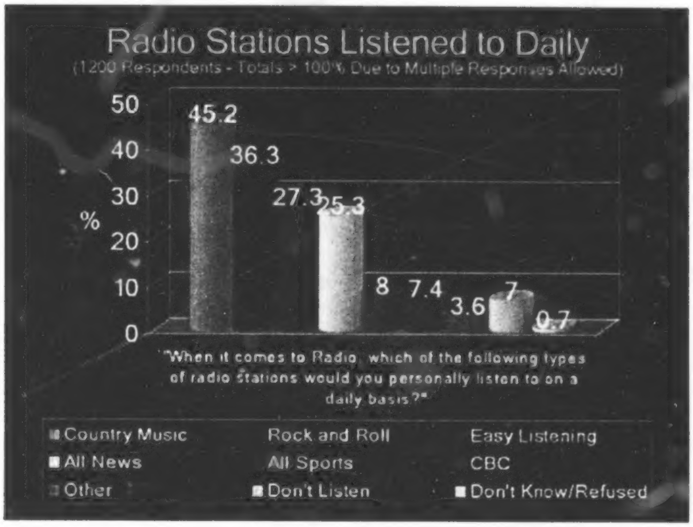


Chart 193

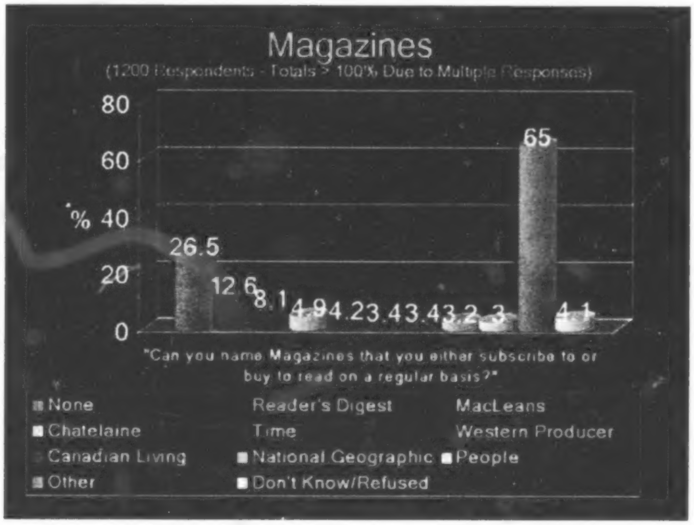


Chart 194

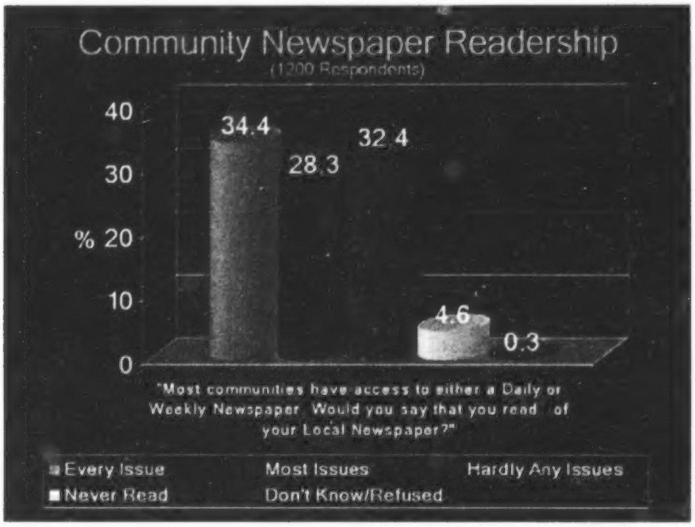


Chart 195

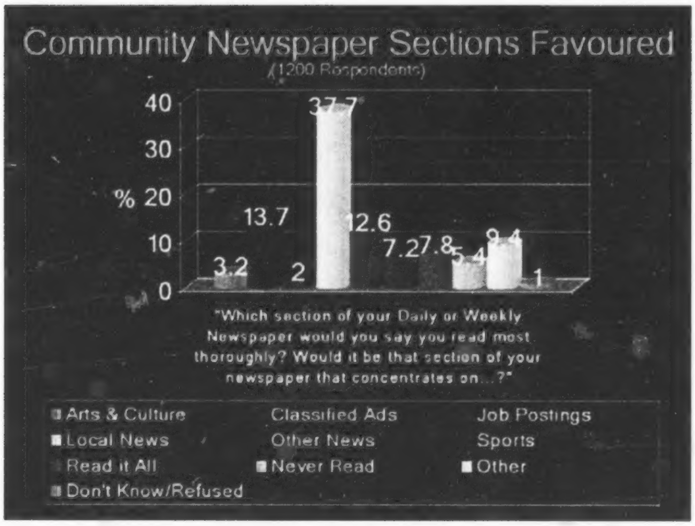


Chart 196

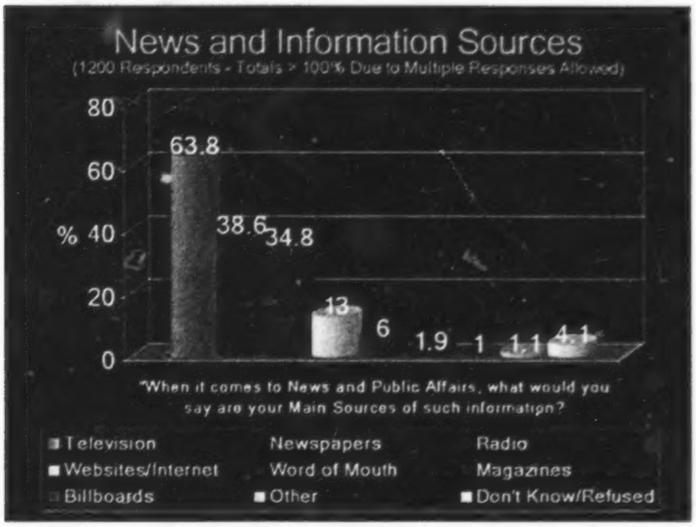


Chart 197

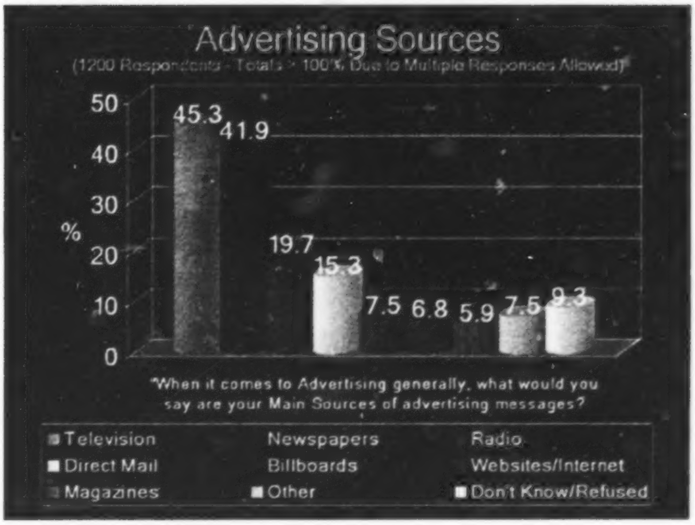


Chart 198

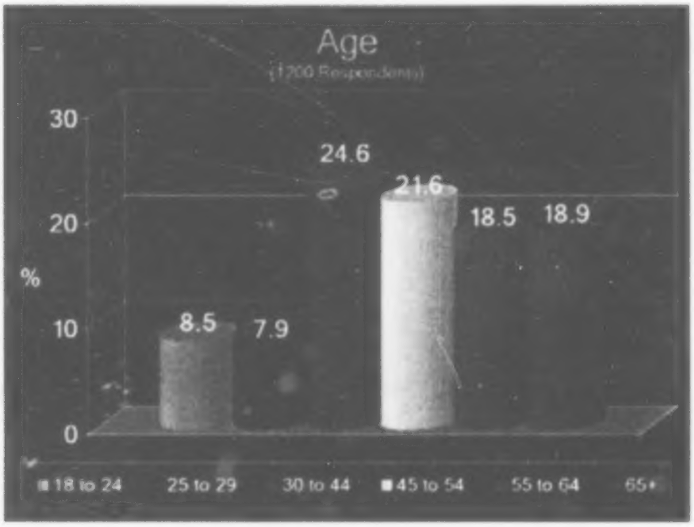


Chart 199

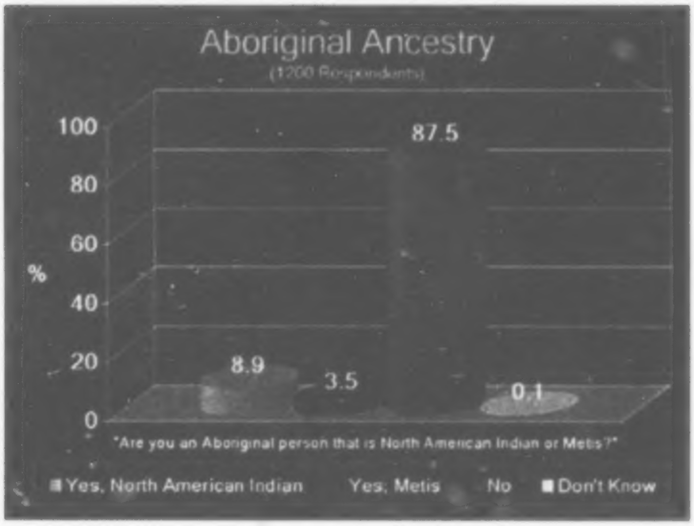


Chart 200

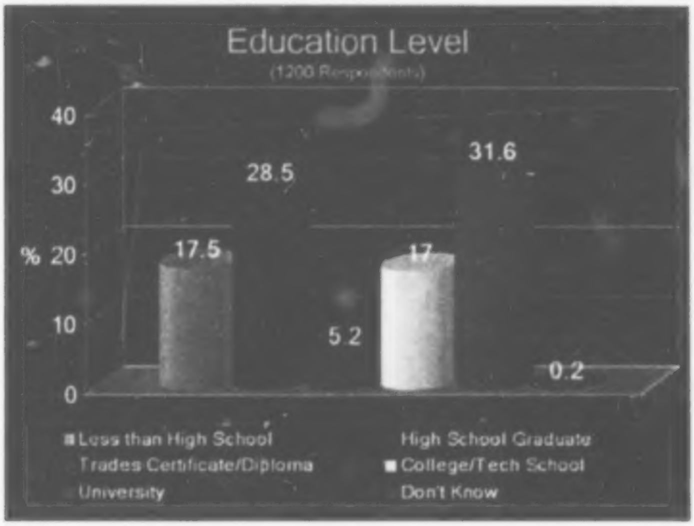


Chart 201

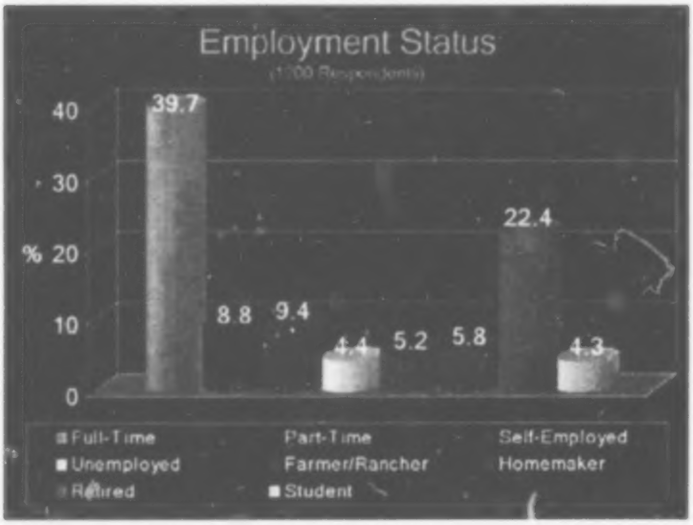


Chart 202

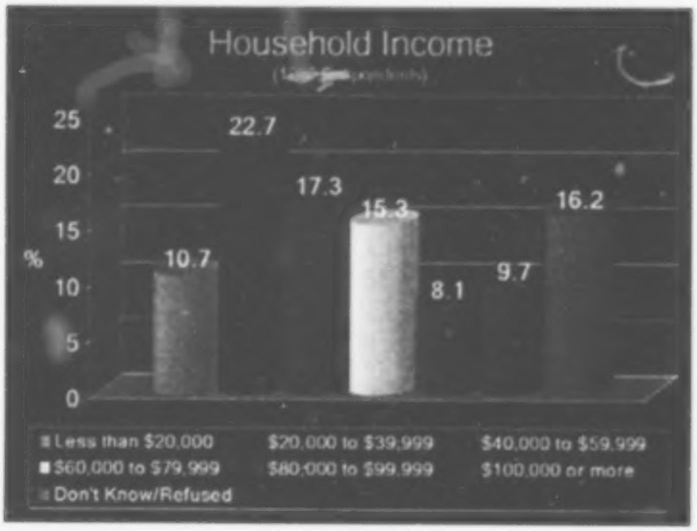


Chart 203

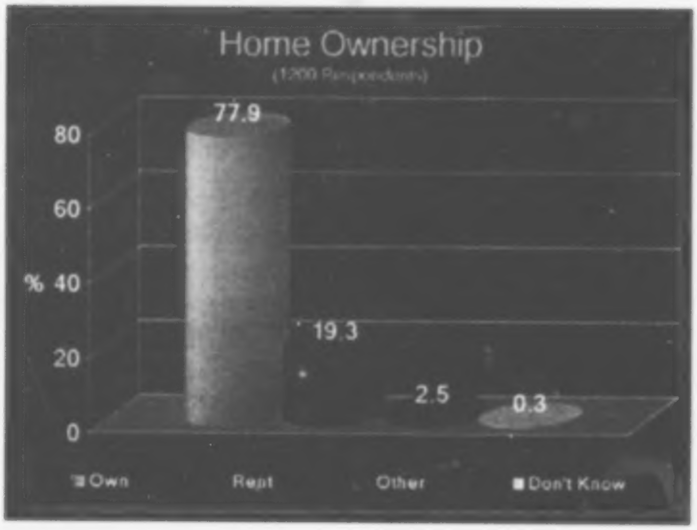
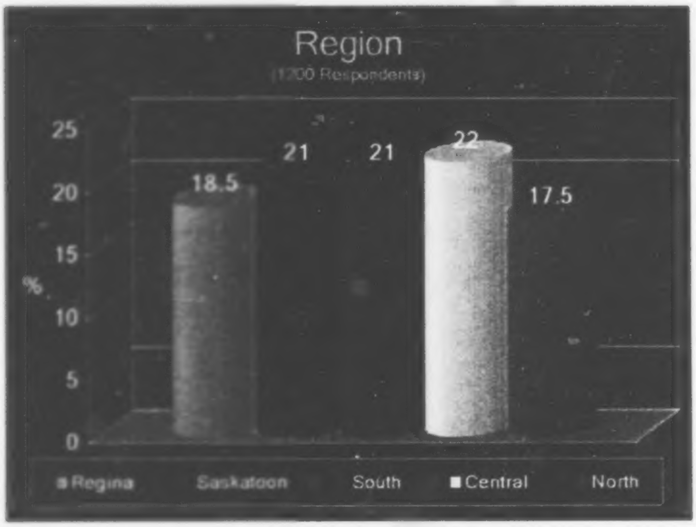


Chart 204


Region
(1200 Respondents)
25
20
15
10
5
0
%
18.5
21
21
22
17.5
▪ Regina
Saskatoon
South
■ Central
North

Department/Crown commissioning the work:

Executive Council

Date:	November 2006
Supplier:	Points West Consulting Inc. Regina
Cost:	$27,110.19

I. Methodology

Points West Consulting Inc. and Norsask Consumer Interviewing Services were commissioned by Saskatchewan Executive Council to conduct a province-wide public opinion survey on a wide range of public policy issues and attitudes. The telephone survey was conducted between November 18 and November 29, 2006.

The following report details the opinions of 1200 Saskatchewan residents who responded in full to the questionnaire. The report is divided amongst questions pertaining to: *Saskatchewan Highways and Transportation, Saskatchewan Corrections and Public Safety*, and *Saskatchewan Health*.

The survey data was weighted to ensure complete proportional population representation for gender, geographic regions and aboriginal ancestry. A survey sample of 1200 respondents within the Saskatchewan population produces survey results with a Margin of Error of +/-2.8% to a 95% Confidence Level.

The survey results were reviewed and analyzed against a series of nine demographic and geographic variables, which included:

- Aboriginal Ancestry
- Age
- Education Level
- Employment Status
- Gender
- Geographic Region (Regina, Saskatoon, South, Central and North)
- Home Ownership
- Household Income
- Urban vs. Rural

Where the results of demographic sub-groups differed to a statistically significant extent from the Total Sample, they are displayed throughout this report.

II. Executive Summary

- 26.2% of respondents have heard or read about **Orange Zone Advertisements**. When asked what to do when driving through the *Orange Zone*, 42.9% of respondents said **Slow Down to 60 KM/HR**

- 41.7% of respondents are *Concerned* Saskatchewan may face the **Impacts of a Disaster** (power failure, ice storm, tornado, flood, forest fire); 57% of respondents are *Not Concerned* Saskatchewan may face the **Impacts of a Disaster**

- 57.2% of respondents are *Concerned* Saskatchewan may face the impacts of a **Pandemic Flu Outbreak**; 41.5% of respondents are *Not Concerned* Saskatchewan may face the impacts of a **Pandemic Flu Outbreak**

- 71.4% of respondents say they are *Prepared* to deal with a major disaster without **Outside Assistance** for the first three days; 26.7% of respondents say they are *Not Prepared* to deal with a major disaster without **Outside Assistance**

- 45.5% of respondents feel Saskatchewan communities are *Prepared* to deal with a **Major Disaster**

- 93.8% of respondents say they or a member of their immediate household have consumed **Alcoholic Beverages**; 35% of these respondents say they or other household members consume alcohol on a *Monthly* basis

- 29.5% of respondents say they or other members of their immediate household have smoked **Marijuana**; 34.8% of respondents say members of their household smoke marijuana *Less Than Once a Year*

- 94.6% of respondent households say they have *Never* taken a **Synthetic Drug** such as Ecstasy; 96.9% have *Never* **Sniffed Solvents** such as Glue or Gasoline; 97.7% have *Never* used **Crystal Meth**; 93.8% of respondent households say have *Never* used **Cocaine**; and 98.2% have *Never* used an **Injected Drug** such as Heroin

- When asked to rate how serious a problem seven common drugs are in Saskatchewan today, respondents rated them in the following order (Percentages represent the total of respondents who said *Very Serious* and *Somewhat Serious*):

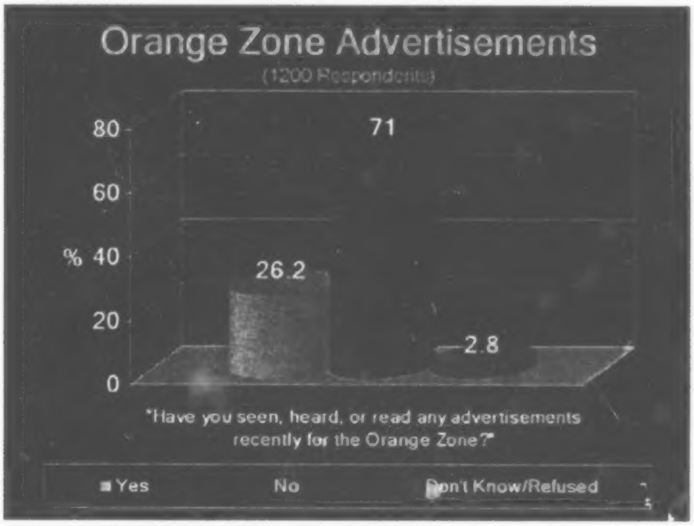
Crystal Meth	91.2%
Alcohol	82.7%
Synthetic Drugs	79.4%
Solvents	70.8%
Cocaine	68.5%
Injected Drugs	63.7%
Marijuana	61.6%

- When given the opportunity to name additional drugs that represent a *Serious Problem* in Saskatchewan today, 13.7% named **Prescription Narcotics** as their Top Choice

III. Saskatchewan Highways and Transportation

The survey began by asking respondents if they had seen, heard, or read any advertisements recently for the Orange Zone. Chart 1 shows 26.2% of all survey respondents have seen, read or heard advertising for the Orange Zone.

Chart 1



Throughout this report, demographic sub-groups, which varied significantly from the Total Sample response, will be displayed in **Demographic Variance** Charts. On these charts, the Total Sample response will always be displayed in an orange-colored column. To the left of the Total Sample response will be any demographic sub-groups, which were significantly *less likely* than the Total Sample to agree with that point of view. To the right of the Total Sample response will be any demographic sub-groups, which were significantly *more likely* than the Total Sample to agree with that point view.

The first of these **Demographic Variance** Charts appears on the following page. **Chart 2** shows respondents 18 to 24 years of Age were the *least likely* of all to have *Seen, Heard, or Read* any advertisements recently for the **Orange Zone** (8.5% vs. 26.2% for the Total Sample). At the other end of the scale, Farmers/Ranchers were the *most likely* of all to have seen, read or heard Orange Zone advertising (39.4% vs. 26.2% for the Total Sample).

Chart 2

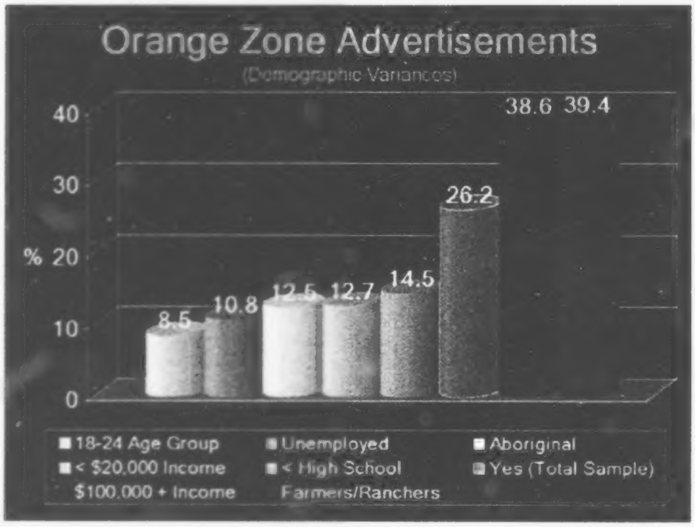


Chart 3 asks respondents what actions should be taken when Driving through the Orange Zone. 42.9% of respondents said to *Slow Down to 60 km/Hour*, followed by 33.7% who said to *Slow Down* generally, without identifying a specific speed limit.

Chart 3

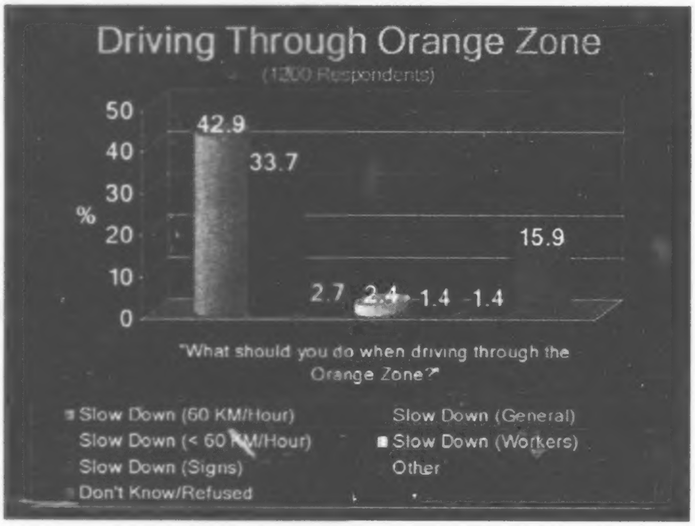


Chart 4 shows seven demographic sub-groups significantly less likely than the Total Sample to say drivers should **Slow Down to 60 KM/Hour** when driving through the Orange Zone. Respondents with Less Than High School education were the *least likely* to suggest this response (21.6% vs. 42.9% for the Total Sample).

Chart 4

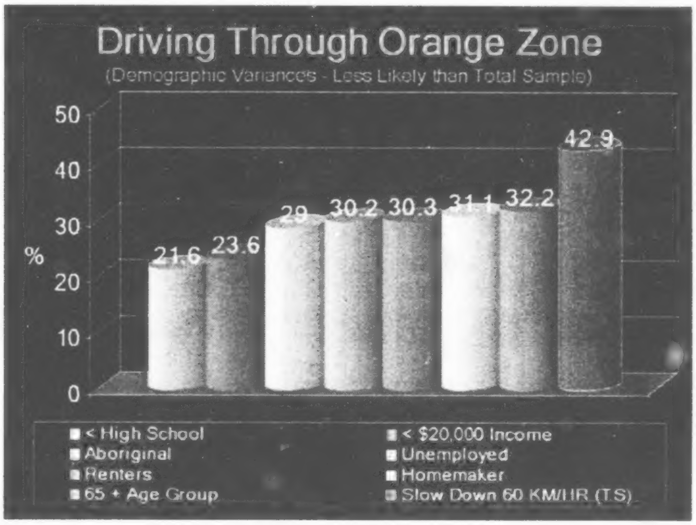


Chart 5 shows three demographic sub-groups more likely than the Total Sample to say drivers should **Slow Down to 60 KM/Hour** when driving through the Orange Zone. Respondents with Household Incomes of $100,000 or More were the *most likely* to suggest this response (55.9% vs. 42.9% for the Total Sample).

Chart 5

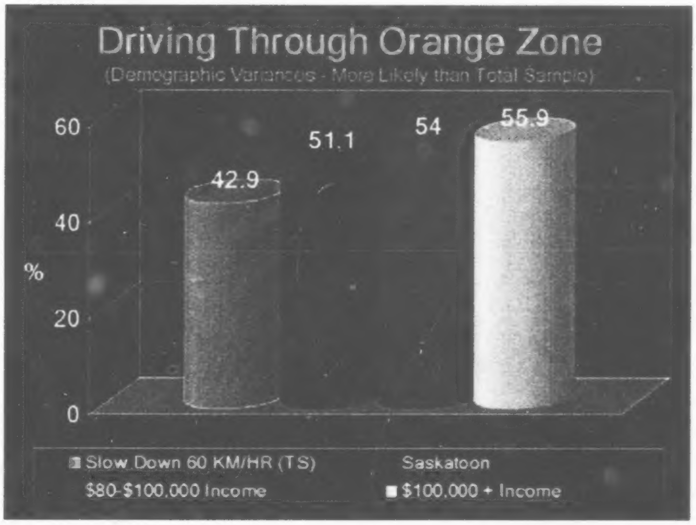


Chart 6 shows that when survey respondents were asked what percentage of **Provincial Gas Tax Revenues** they think the Government of Saskatchewan currently puts back into highways and roads, the largest group of respondents (46.1%) estimated 0% to 25% of total gas tax revenues are currently reinvested in highways and roads.

Chart 6

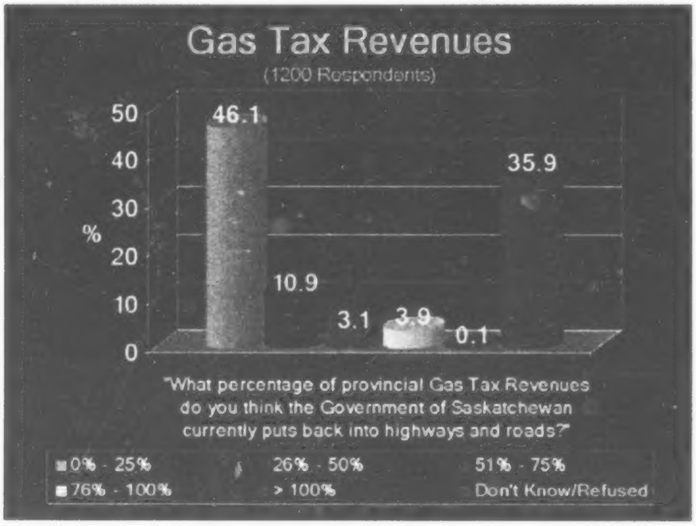
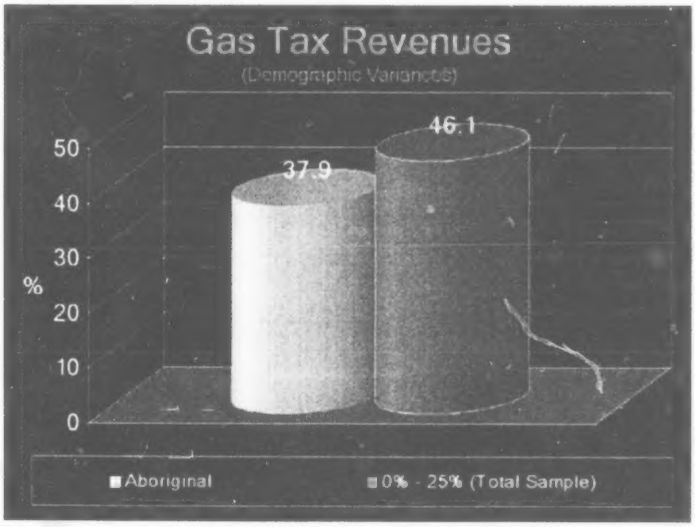


Chart 7 shows only Aboriginal respondents were *less likely* than the Total Sample to have chosen 0% - 25% as the amount of Provincial Gas Tax Revenues the Government of Saskatchewan currently puts back into highways and roads (37.9% vs. 46.1% for the Total Sample).

Chart 7



Survey respondents were asked to estimate what percentage of Saskatchewan's economy comes directly from **exports**. Chart 8 shows the largest group of respondents (19.8%) believe 40% to 60% of Saskatchewan's economy comes directly from exports.

Chart 8

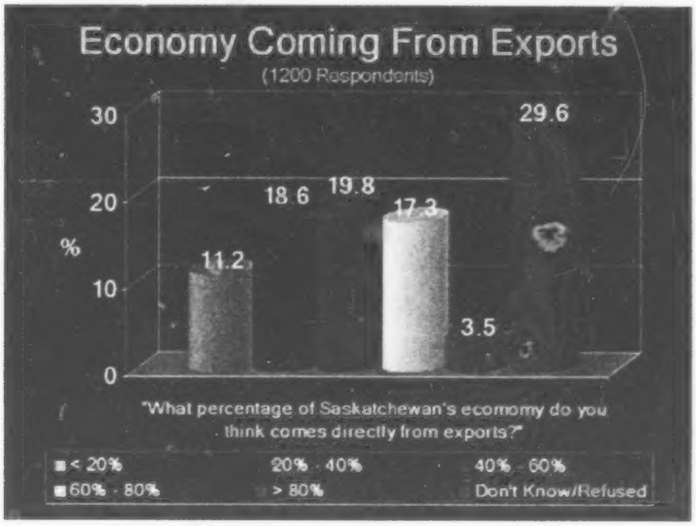
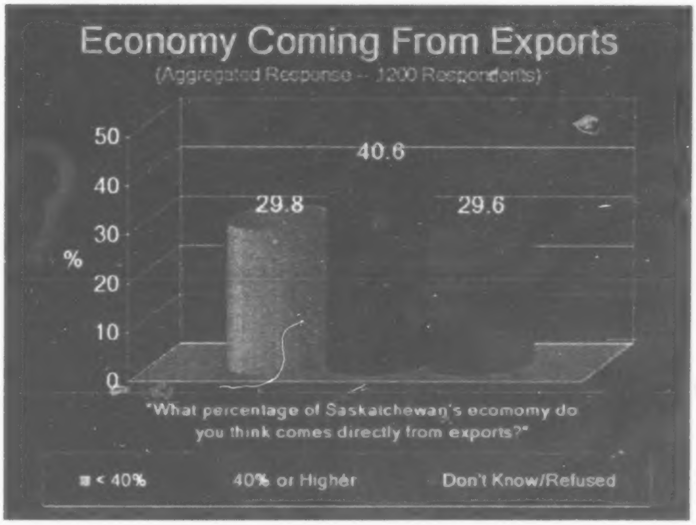


Chart 9 aggregates the results of the previous chart. This aggregation shows 29.8% of survey respondents believe less than 40% of Saskatchewan's economy comes directly from **exports**, while 40.6% of respondents think 40% or more of economic output is the direct result of exports.

Chart 9



IV. Saskatchewan Corrections and Public Safety

The survey asked respondents a series of questions pertaining to potential emergencies Saskatchewan people could face in the future. Chart 10 shows 40.6% of respondents say they are *Not Very Concerned* that Saskatchewan may face the **Impacts of a Disaster** such as a widespread power failure, ice storm, tornado, flood, or major forest fire.

Chart 10

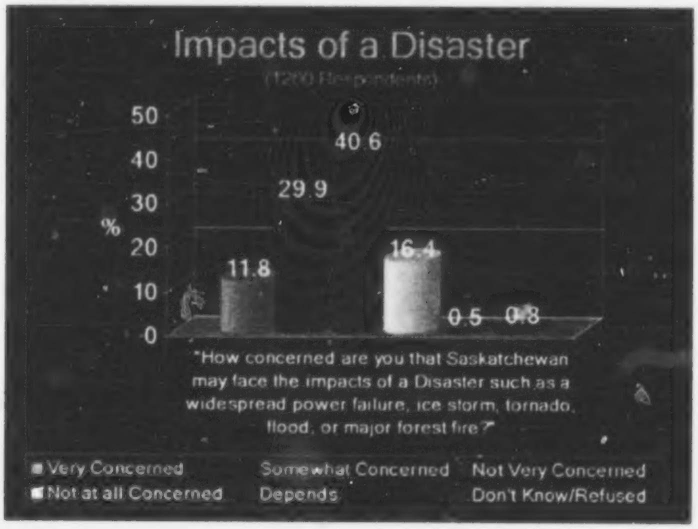


Chart 11 aggregates the results of the previous chart. This aggregation shows 41.7% of survey respondents are *Concerned* that Saskatchewan may face the **Impacts of a Disaster**, while 57% of respondents say they are *Not Concerned*.

Chart 11

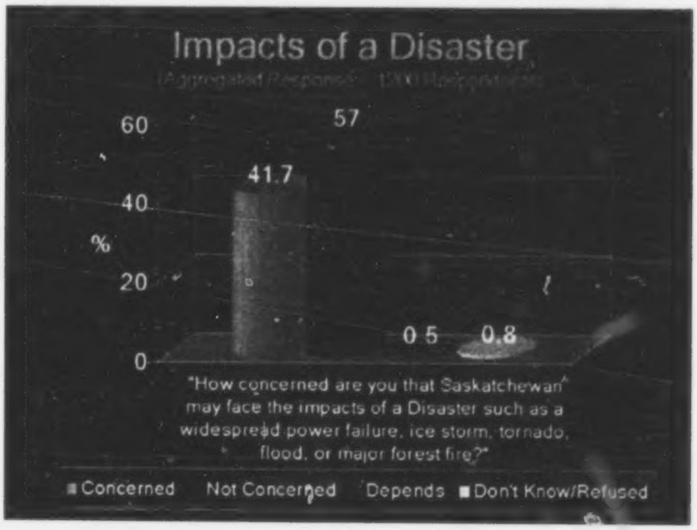


Chart 12 shows respondents with a Household Income of $80,000 to $100,000 were the *least likely* to be *Concerned* Saskatchewan may face the **Impacts of a Disaster** (17.6% vs. 41.7% for the Total Sample). At the other end of the scale, Aboriginal respondents were the *most likely* to be *Concerned* (59.6% vs. 41.7% for the Total Sample).

Chart 12

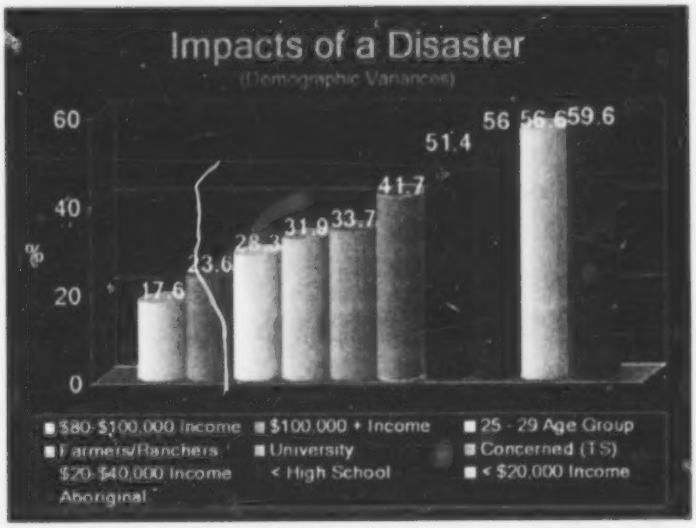


Chart 13 shows Aboriginal respondents were the *least likely* to be *Not Concerned* Saskatchewan may face the **Impacts of a Disaster** (39.7% vs. 57% for the Total Sample). At the other end of the scale, respondents with a Household Income of $80,000 to $100,000 were the *most likely* to be *Not Concerned* (80.4% vs. 57% for the Total Sample).

Chart 13

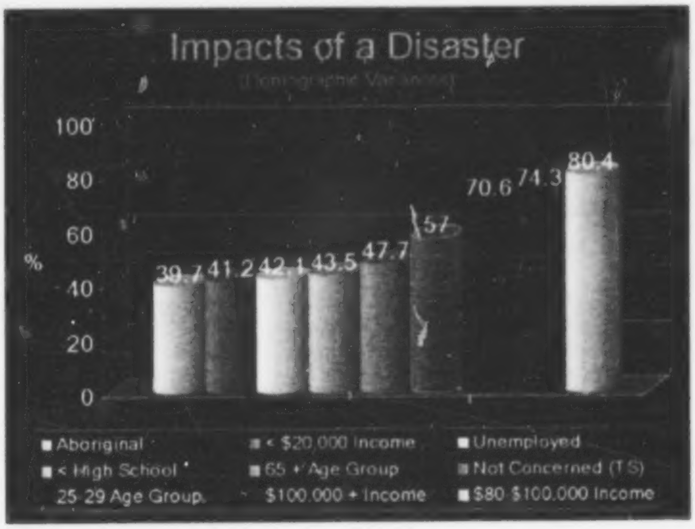


Chart 14 shows 37.9% of survey respondents say they are *Somewhat Concerned* Saskatchewan will face the Impacts of a **Major Pandemic Flu Outbreak** in Canada.

Chart 14

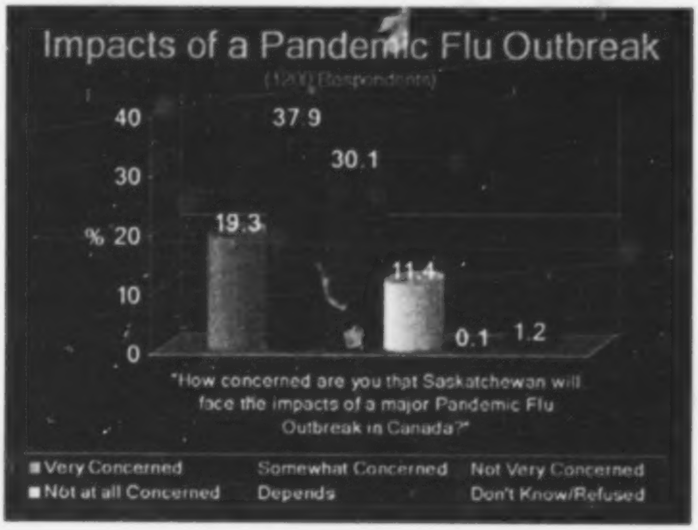


Chart 15 aggregates the results of the previous chart. This aggregation shows 57.2% of respondents are *Concerned* Saskatchewan may face the Impacts of a **Major Pandemic Flu Outbreak**, while 41.5% of respondents say they are *Not Concerned*.

Chart 15

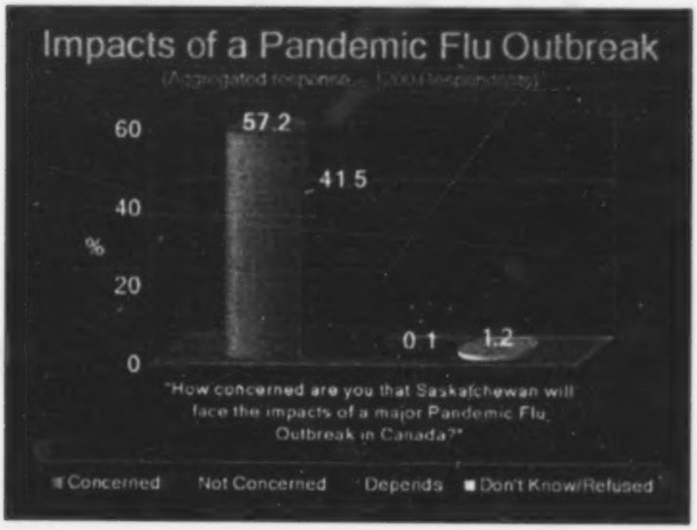


Chart 16 shows respondents 18 to 24 Years of Age were the *least likely* to be *Concerned* Saskatchewan may face the Impacts of a Major Pandemic Flu Outbreak (43.1% vs. 57.2% for the Total Sample). At the other end of the scale, Aboriginal respondents were the *most likely* to be *Concerned* (77.6% vs. 57.2% for the Total Sample).

Chart 16

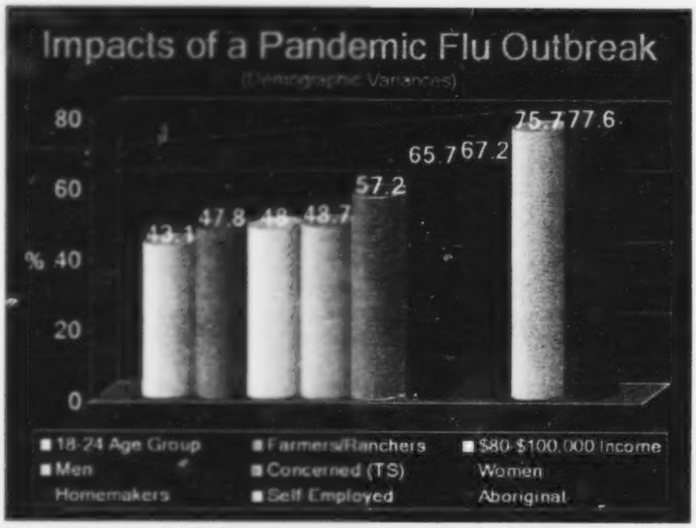


Chart 17 shows Aboriginal respondents were the *least likely* to be *Not Concerned* Saskatchewan may face the Impacts of a Major Pandemic Flu Outbreak (18.6% vs. 41.5% for the Total Sample). At the other end of the scale, respondents 18 to 24 Years of Age were the *most likely* to be *Not Concerned* (55.7% vs. 41.5% for the Total Sample).

Chart 17

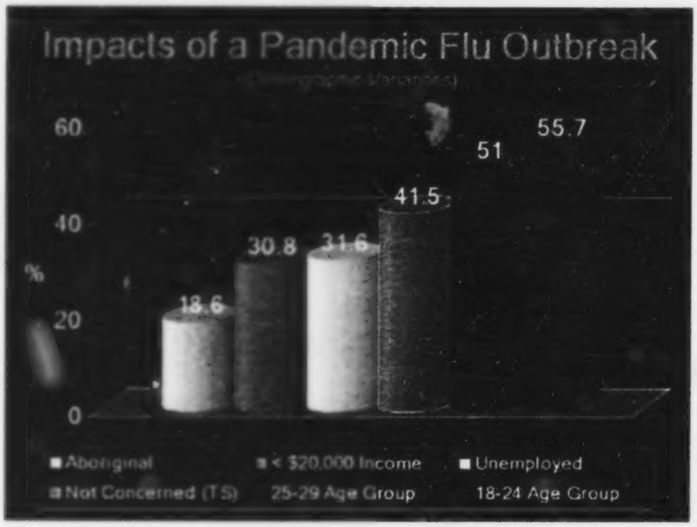


Chart 18 shows 44.1% of survey respondents say they are *Somewhat Prepared* to deal with a major disaster by managing without Outside Assistance for the first three days.

Chart 18

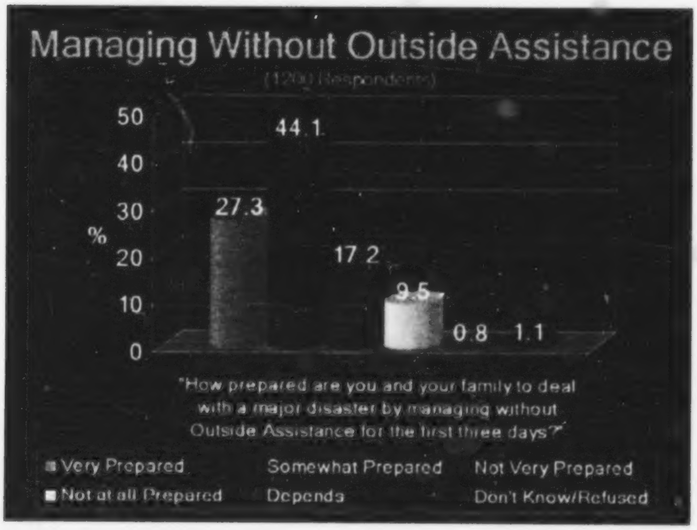


Chart 19 aggregates the results of the previous chart. This aggregation shows 71.4% of survey respondents feel they are *Prepared* to deal with a major disaster by managing without Outside Assistance for the first three days; 26.7% of respondents say they are *Not Prepared*.

Chart 19

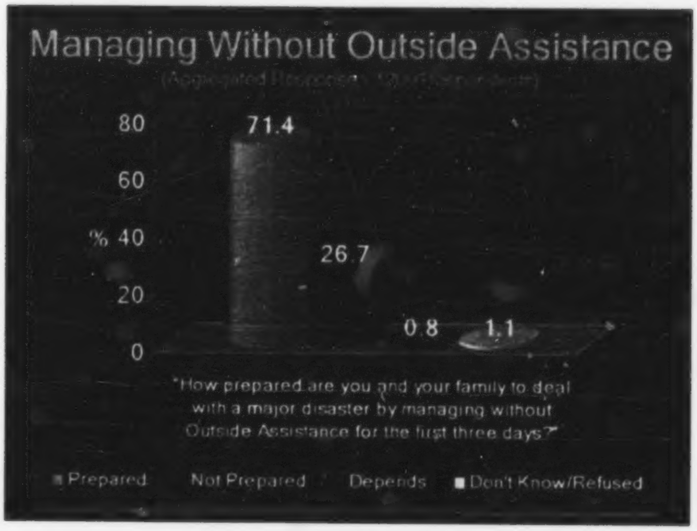


Chart 20 shows respondents with Household Incomes of $20,000 or Less were the *least likely* to say they are *Prepared* to deal with a major disaster by managing without Outside Assistance (58% vs. 71.4% for the Total Sample). Farmers/Ranchers were the *most likely* to say they are *Prepared* (82.6% vs. 71.4% for the Total Sample).

Chart 20

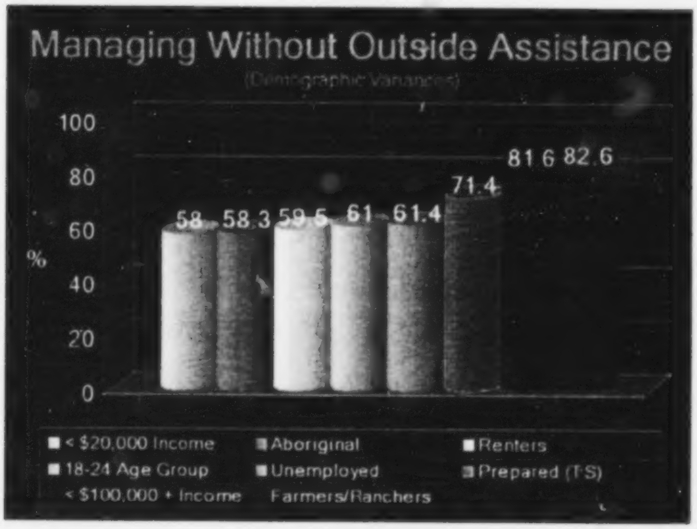


Chart 21 shows Farmers/Ranchers were the *least likely* to say they are *Not Prepared* to deal with a major disaster by managing without Outside Assistance (17.4% vs. 26.7% for the Total Sample). Respondents with Household Incomes of $20,000 or Less were the *most likely* to say they are *Not Prepared* (41.1% vs. 26.7% for the Total Sample).

Chart 21

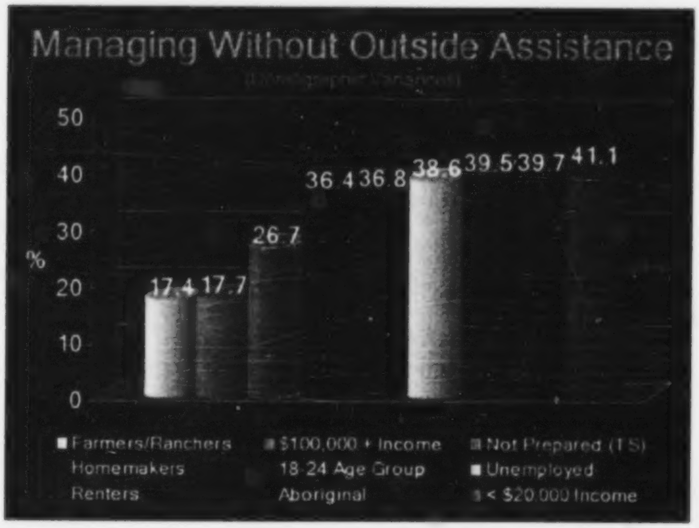


Chart 22 shows 40.3% of survey respondents feel Saskatchewan Communities are *Somewhat Prepared* to deal with a major disaster.

Chart 22

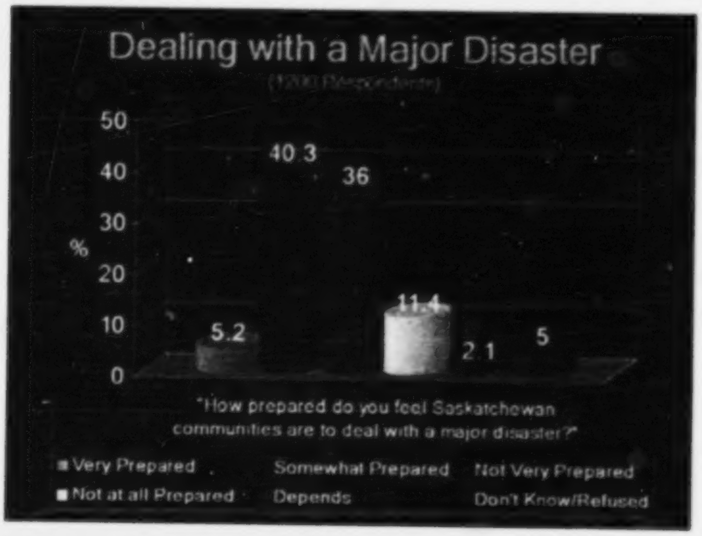


Chart 23 aggregates the results of the previous chart. This aggregation shows 45.5% of respondents feel Saskatchewan Communities are *Prepared* to deal with a major disaster, while 47.4% feel Saskatchewan communities are *Not Prepared*.

Chart 23

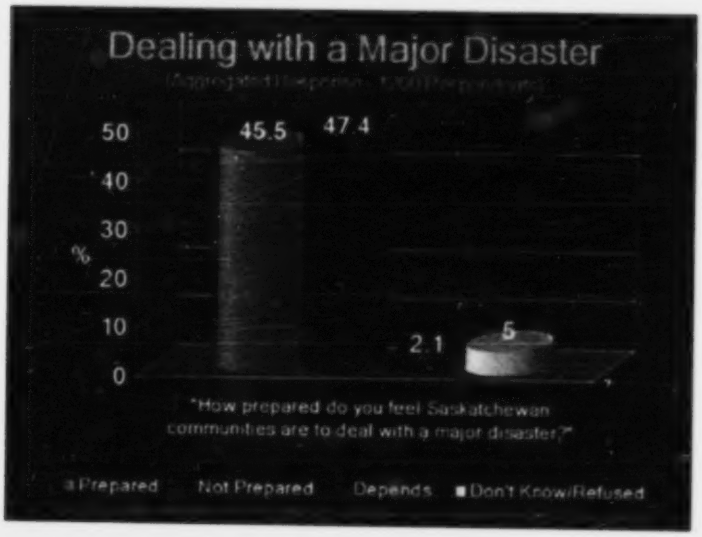


Chart 24 shows only one demographic sub-group - respondents 18 to 24 Years of Age - differed significantly from the Total Sample on the issue of community preparedness. These respondents were *less likely* to feel Saskatchewan Communities are *Prepared* to deal with a major disaster (34.7% vs. 45.5% for the Total Sample).

Chart 24

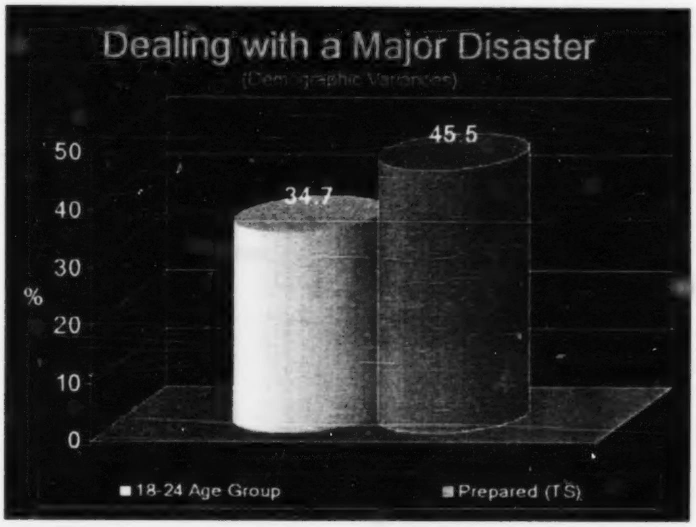
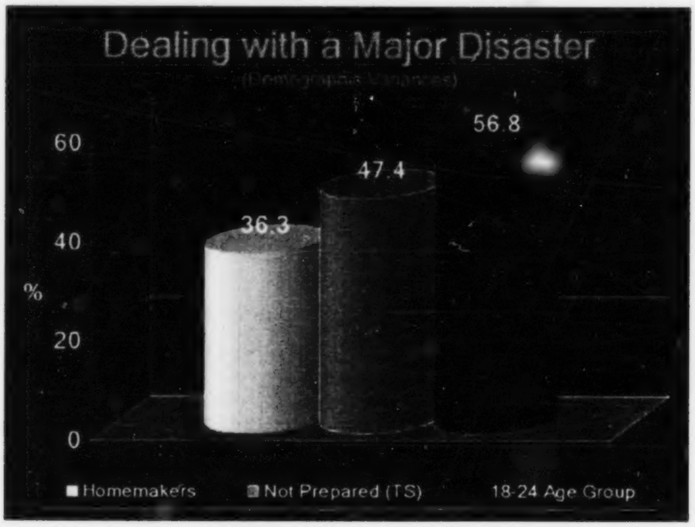


Chart 25 shows Homemakers were the *least likely* to feel Saskatchewan Communities are *Not Prepared* to deal with a major disaster (36.3% vs. 47.4% for the Total Sample). At the other end of the scale, respondents 18 to 24 Years of Age were the *most likely* to feel Saskatchewan Communities are *Not Prepared* (56.8% vs. 47.4% for the Total Sample).

Chart 25



V. Saskatchewan Health

Survey respondents were asked a series of questions about drug use and the seriousness of drug problems in Saskatchewan posed by the use of various types of drugs. Chart 26 shows 93.8% of all survey households have had one or more household member consume Alcoholic Beverages.

Chart 26

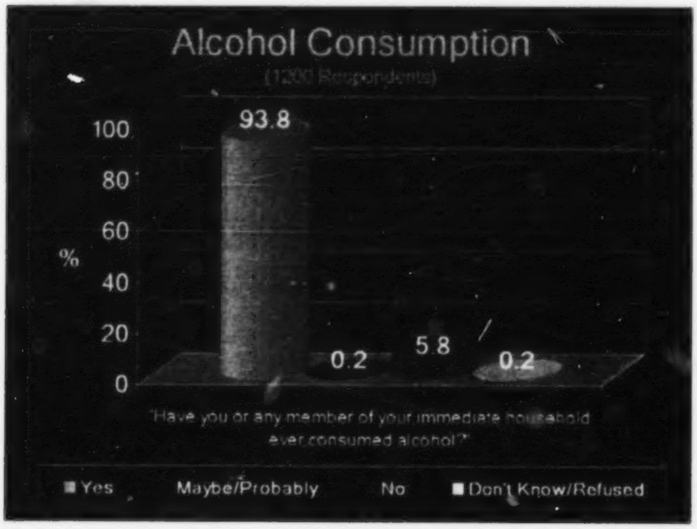


Chart 27 shows that 35% of all households where alcoholic beverages have been consumed, say they consume alcohol *Monthly*, 32.7% of households say they consume alcohol *Weekly*.

Chart 27

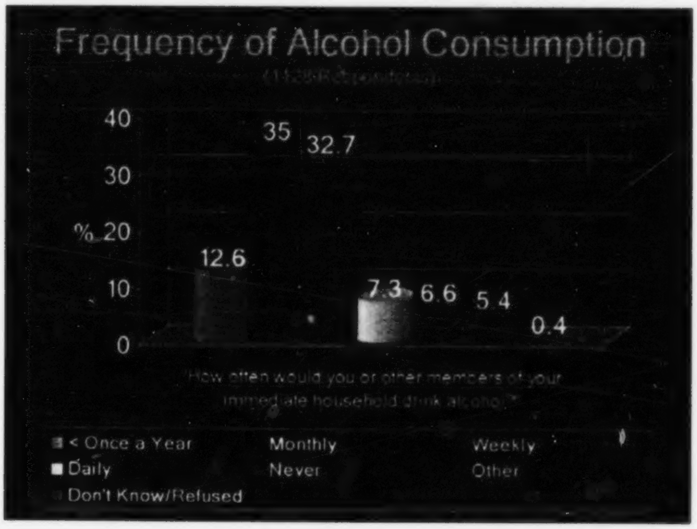


Chart 28 shows respondents 65 Years of Age and Older and those who are Retired were the *least likely* to say that their households consume Alcohol on a *Monthly* basis.

Chart 28

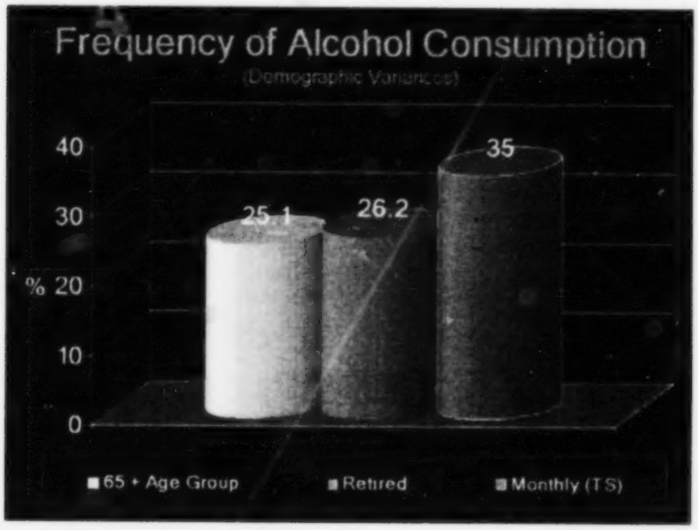


Chart 29 shows Aboriginal respondents were the *least likely* to say that their households consume Alcohol on a *Weekly* basis (13.8% vs. 32.7% for the Total Sample). At the other end of the scale, respondents with Household Incomes of $100,000 or More were the *most likely* to say their households consume Alcohol *Weekly* (51.9% vs. 32.7% for the Total Sample).

Chart 29

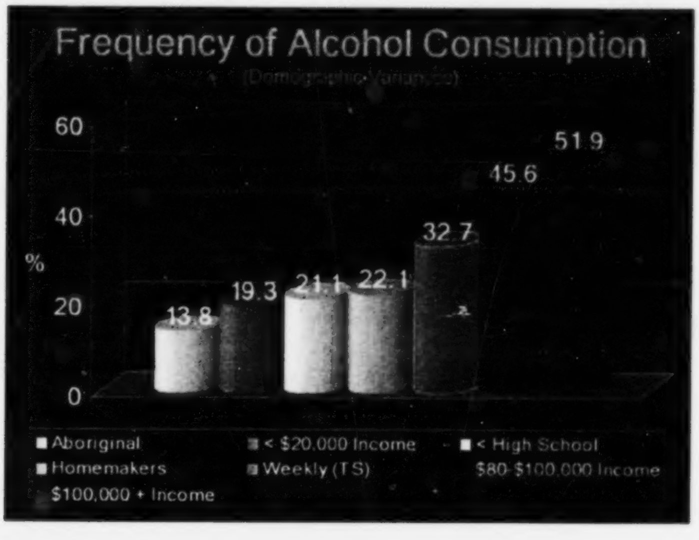


Chart 30 asks all respondents if they believe alcohol consumption is a Serious Problem in Saskatchewan today. 34.1% of respondents believe it is a *Very Serious* problem, while 48.6% say it is a *Somewhat Serious* problem.

Chart 30

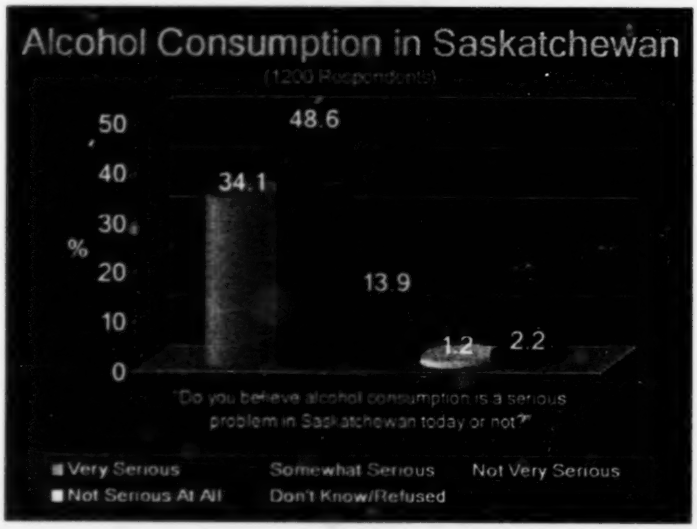


Chart 31 shows respondents with Household Incomes of $80,000 to $100,000 were the *least likely* to believe Alcohol Consumption in Saskatchewan is a *Very Serious Problem* (19.1% vs. 34.1% for the Total Sample). At the other end of the scale, Aboriginal respondents were the *most likely* to say alcohol is a *Very Serious Problem* (57% vs. 34.1% for the Total Sample).

Chart 31

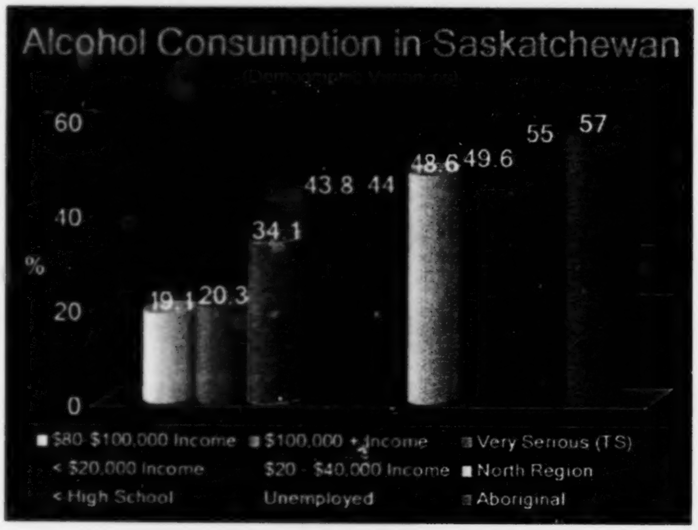


Chart 32 shows 29.5% of the survey respondent households say one or more household members have smoked Marijuana.

Chart 32

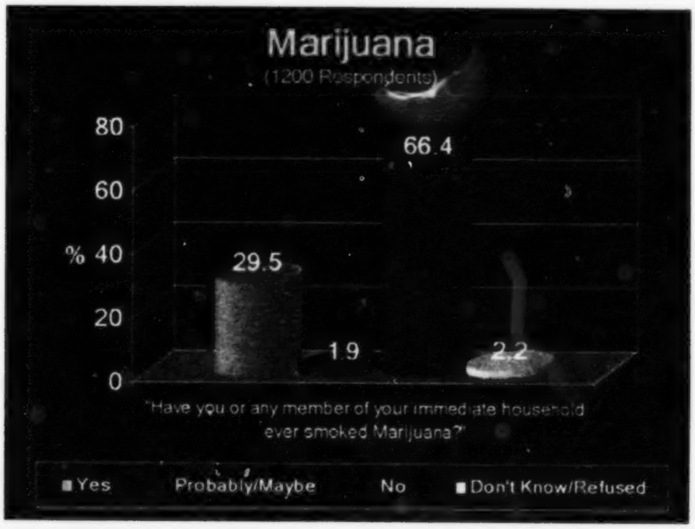


Chart 33 shows five demographic sub-groups significantly less likely than the Total Sample to say a household member has smoked Marijuana. Respondents 65 Years of Age and Older were the *least likely* of all to say a household member has smoked Marijuana (3.7% vs. 29.5% for the Total Sample).

Chart 33

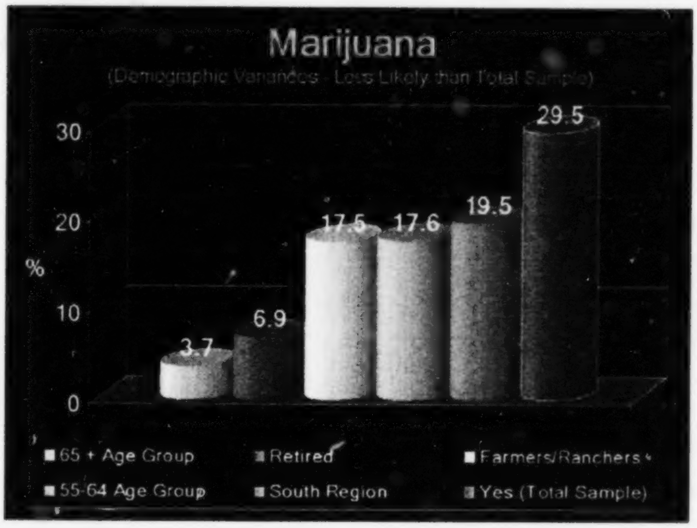


Chart 34 shows six demographic sub-groups significantly more likely than the Total Sample to say a household member has smoked Marijuana. Respondents 18 to 24 years of Age were the *most likely* to say a household member has smoked Marijuana (56% vs. 29.5% for the Total Sample).

Chart 34

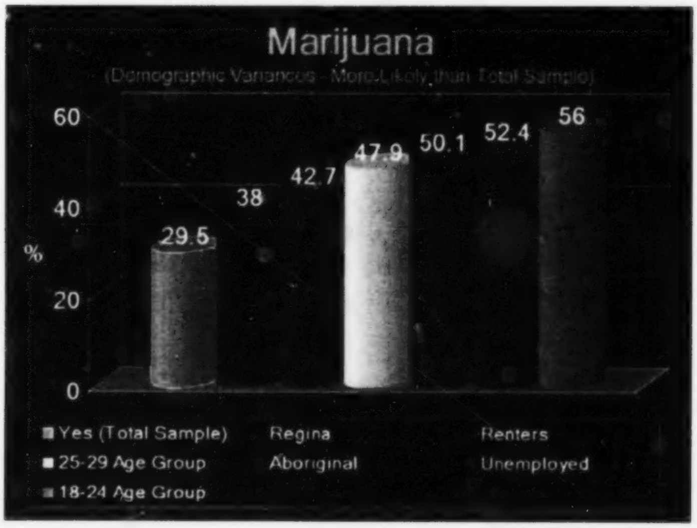


Chart 35 shows 34.8% of the households where one or more members have smoked Marijuana, say that household members smoke Marijuana *Less than Once a Year.*

Chart 35

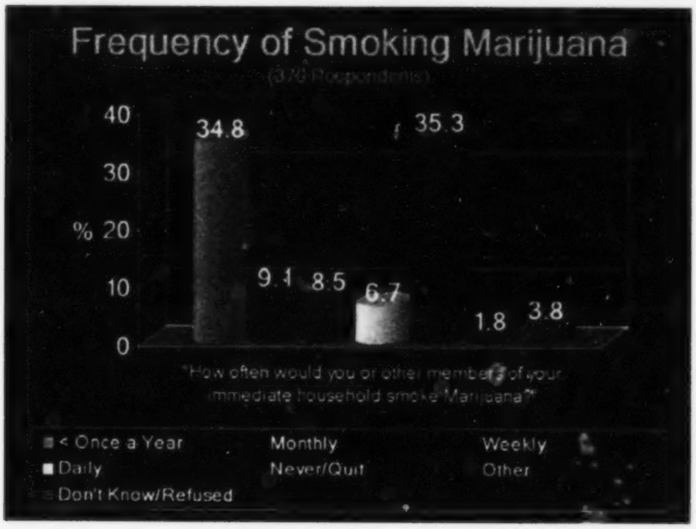


Chart 36 shows respondents with less than High School Education were the *least likely* to say that household members smoke **Marijuana** *Less than Once a year* (20.5% vs. 34.8% for the Total Sample). At the other end of the scale, respondents with Household Incomes of $100,000 or More were the *most likely* to say that household members smoke **Marijuana** *Less than Once a year* (48.2% vs. 34.8% for the Total Sample).

Chart 36

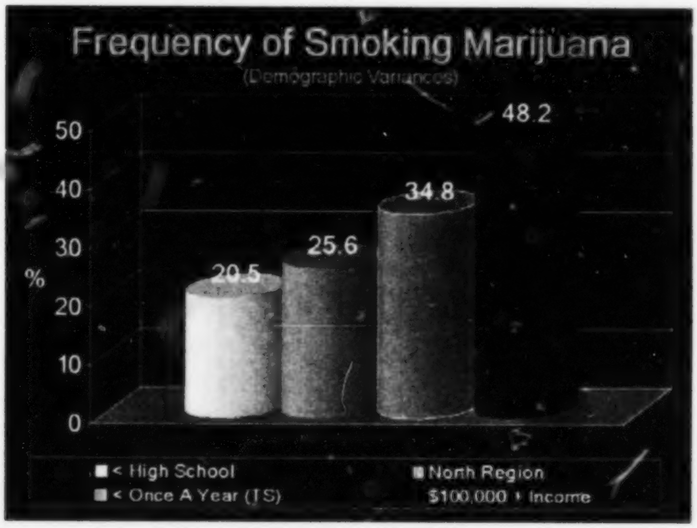


Chart 37 shows two demographic sub-groups significantly more likely than the Total Sample to say that household members smoke **Marijuana** on a *Monthly* basis. Respondents with les than High School Education were the *most likely* to say that household members smoke **Marijuana** *Monthly*.

Chart 37

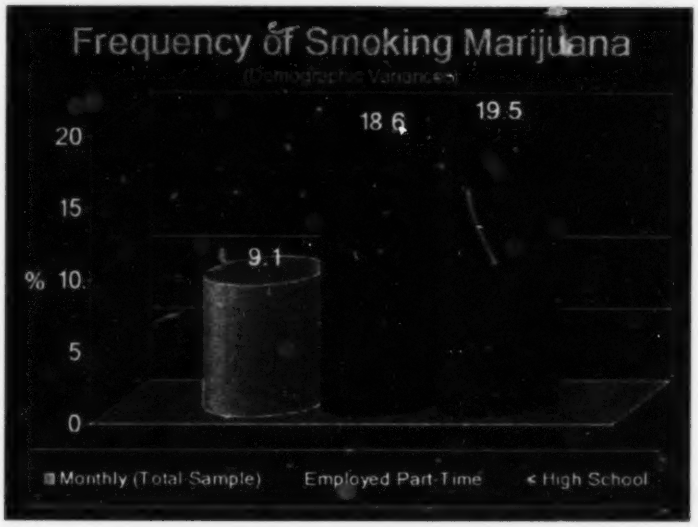


Chart 38 shows 26.7% of all survey respondents believe that the smoking of marijuana is a *Very Serious* problem in Saskatchewan today, while 34.9% say the smoking of marijuana is a *Somewhat Serious* problem for the province.

Chart 38

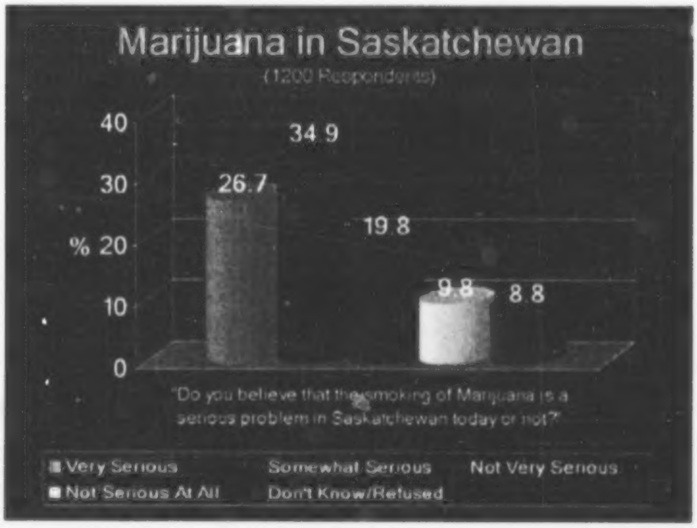


Chart 39 shows respondents with Household incomes of $80,000 to $100,000 were the *least likely* to believe that the smoking of Marijuana is a *Very Serious Problem* (14.7% vs. 26.7% for the Total Sample) for Saskatchewan. At the other end of the scale, Aboriginal respondents were the *most likely* to believe the smoking of marijuana is a *Very Serious Problem* (50.4% vs. 26.7% for the Total Sample) for the province.

Chart 39

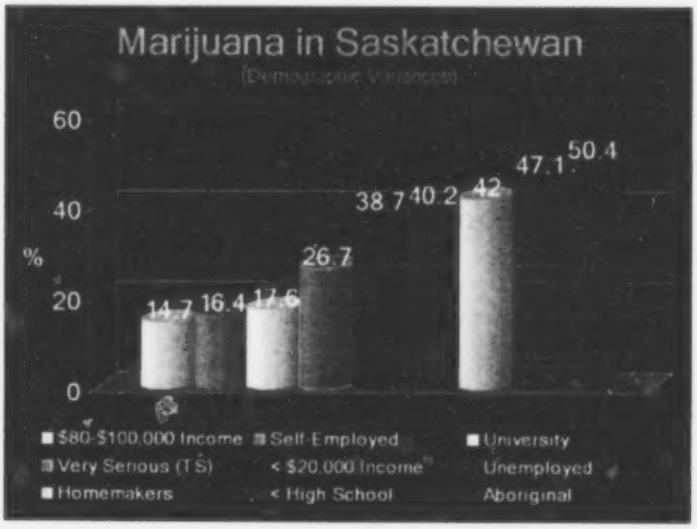


Chart 40 shows 94.6% of all survey households say no members of their household have ever taken a Synthetic Drug like Ecstasy.

Chart 40

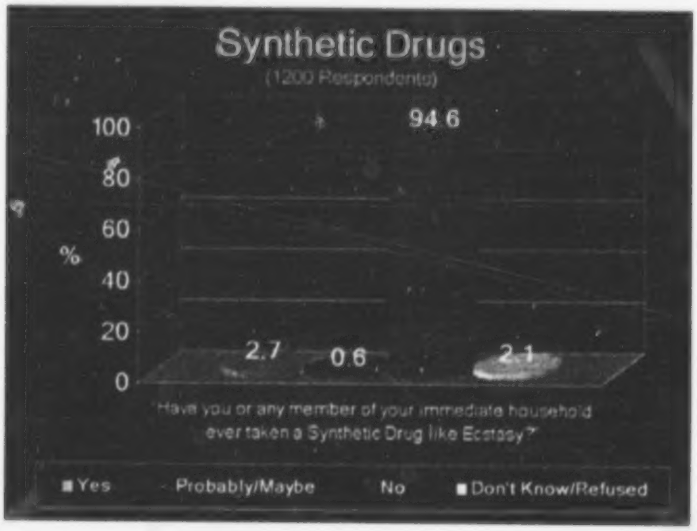


Chart 41 shows that 35.7% of the survey households who say at least one household member has taken a Synthetic Drug, report that their household uses such drugs *Less Than Once a Year.*

Chart 41

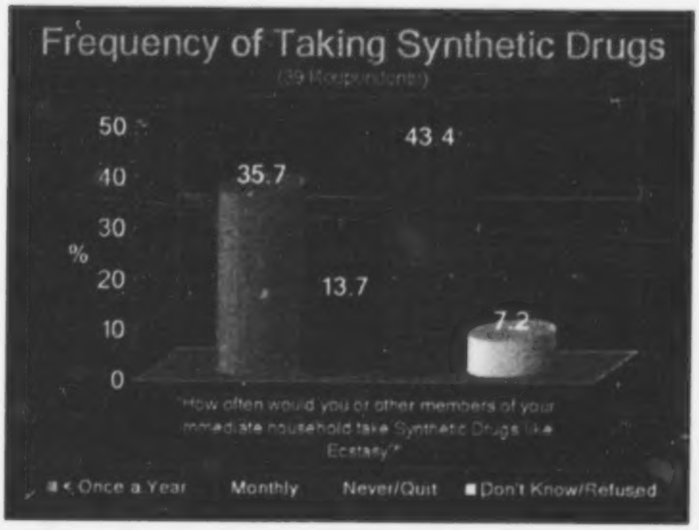


Chart 42 asks all respondents if they believe Synthetic Drugs like Ecstasy are a Serious Problem in Saskatchewan today. 48.7% of respondents believe they are a *Very Serious* problem, while 30.7% say they are a *Somewhat Serious* problem.

Chart 42

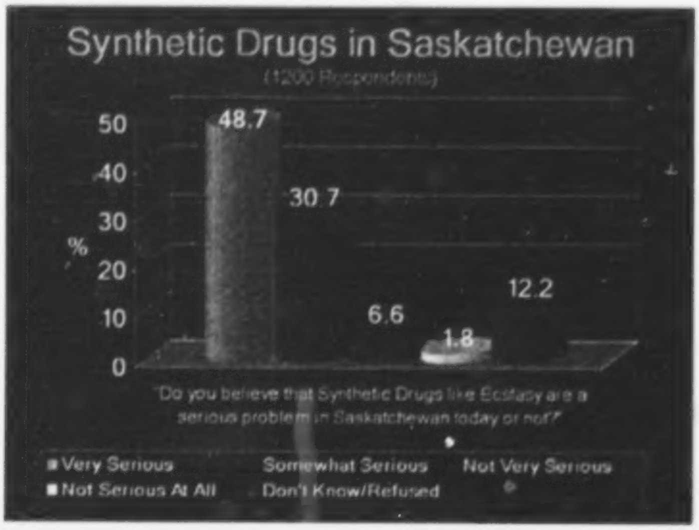


Chart 43 shows respondents with Trades Education were the *least likely* to believe Synthetic Drugs are a *Very Serious Problem* (39.9% vs. 48.7% for the Total Sample). At the other end of the scale, Unemployed respondents were the *most likely* to believe synthetic drugs are a *Very Serious Problem* (57.6% vs. 48.7% for the Total Sample).

Chart 43

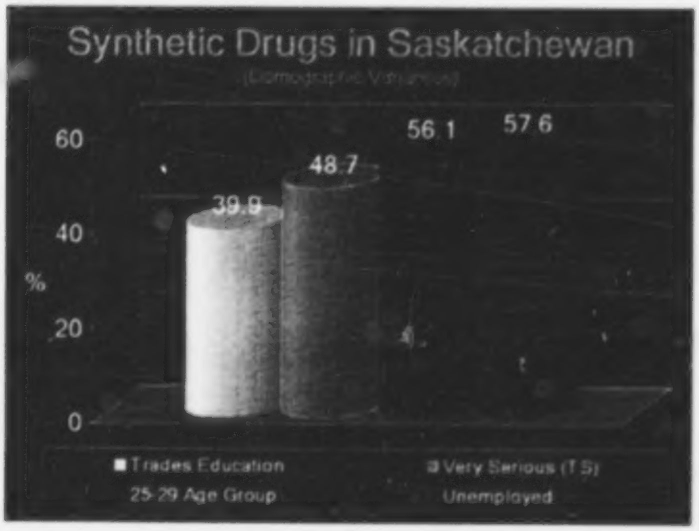


Chart 44 shows 96.9% of all survey households say no member of their immediate household has ever sniffed Solvents like Glue or Gasoline.

Chart 44

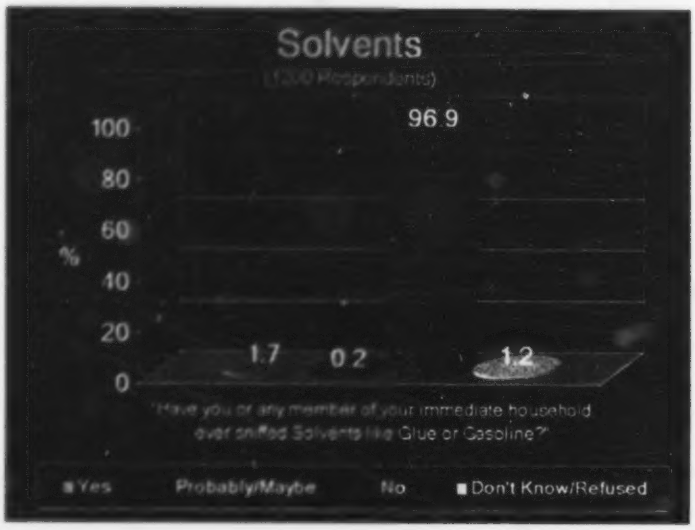


Chart 45 shows only Aboriginal respondents were *more likely* than the Total Sample to say that a member of their household has sniffed Solvents such as Glue or Gasoline (9.5% vs. 1.7% for the Total Sample).

Chart 45

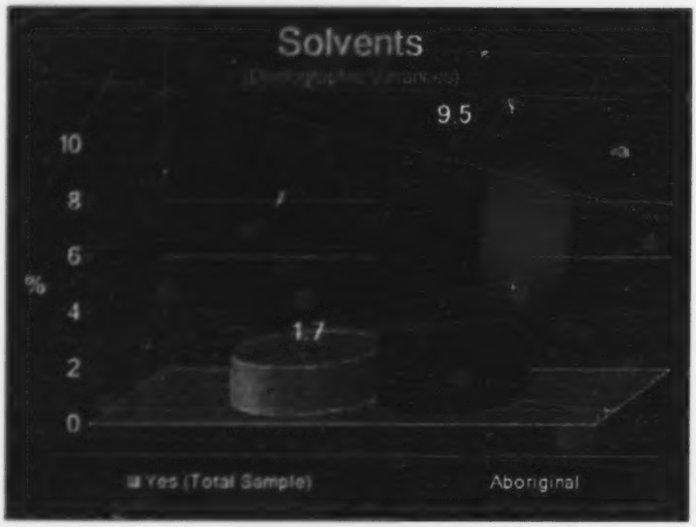


Chart 46 shows that 29.9% of the survey households who say one or more household members have sniffed solvents, report doing so *Less Than Once a Year*.

Chart 46

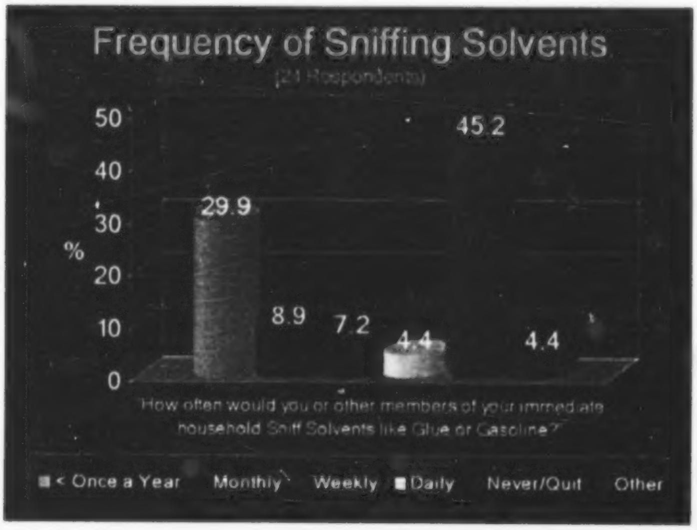


Chart 47 shows 30.4% of all survey respondents believe the sniffing of **Solvents** like Glue or Gasoline represents a *Very Serious* problem for Saskatchewan today, while 40.4% say it is a *Somewhat Serious* problem for the province.

Chart 47

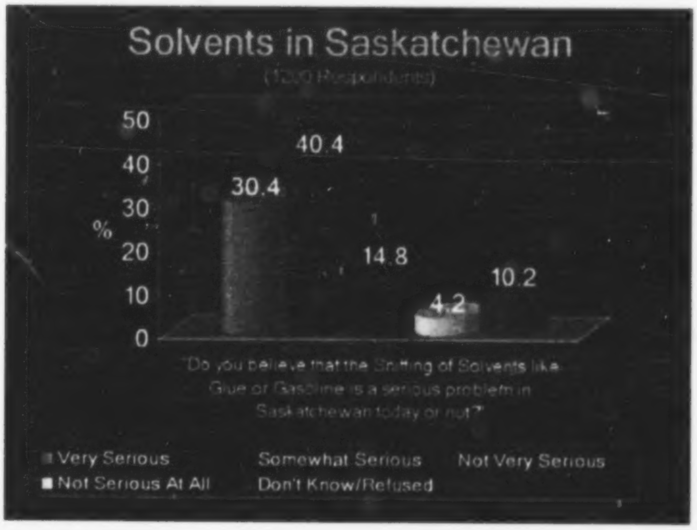


Chart 48 shows Farmers/Ranchers were the *least likely* to believe **Sniffing Solvents** is a *Very Serious* problem (14.6% vs. 30.4% for the Total Sample) for Saskatchewan today. At the other end of the scale, respondents from Regina were the *most likely* to believe the sniffing of solvents is a *Very Serious* problem (41.3% vs. 30.4% for the Total Sample) for the province.

Chart 48

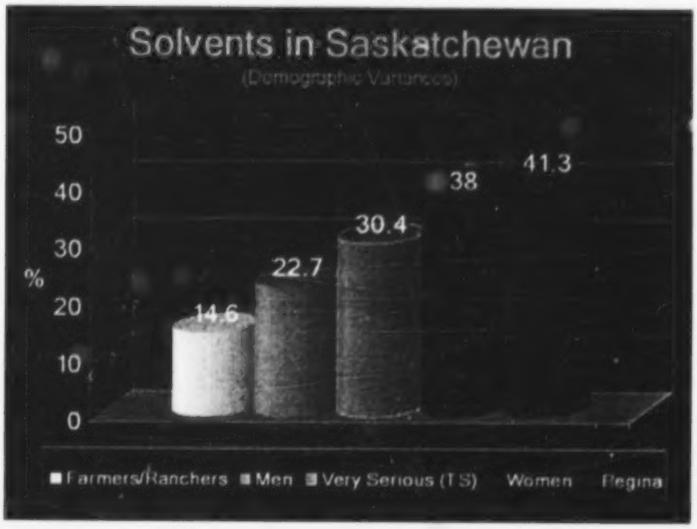


Chart 49 shows 97.7% of all survey households say no member of their immediate household has ever used Crystal Meth.

Chart 49

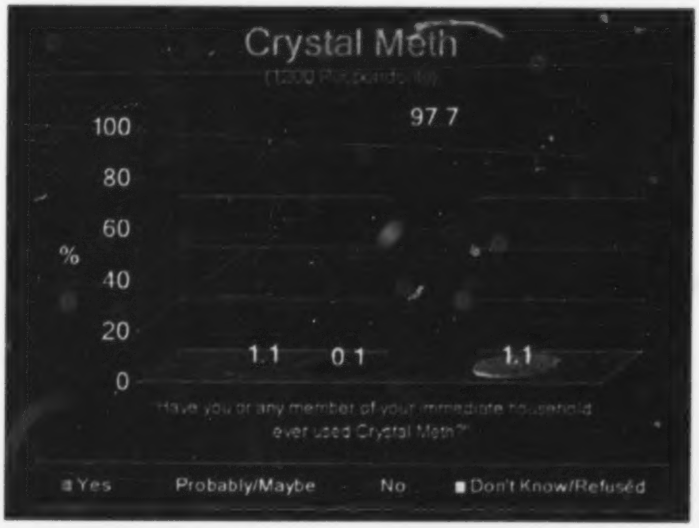


Chart 50 shows 28.4% of the survey households who say one or more household member has used Crystal Meth, report using it *Less Than Once a Year.* 8.7% of these households report using it *Daily.*

Chart 50

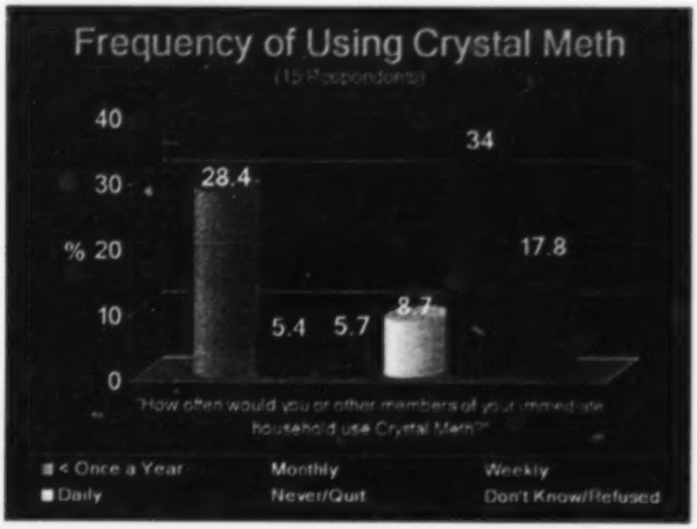


Chart 51 shows that 68.2% of all survey respondents believe the use of Crystal Meth is a *Very Serious* problem in Saskatchewan today, while 23% say it is a *Somewhat Serious* problem for the province.

Chart 51

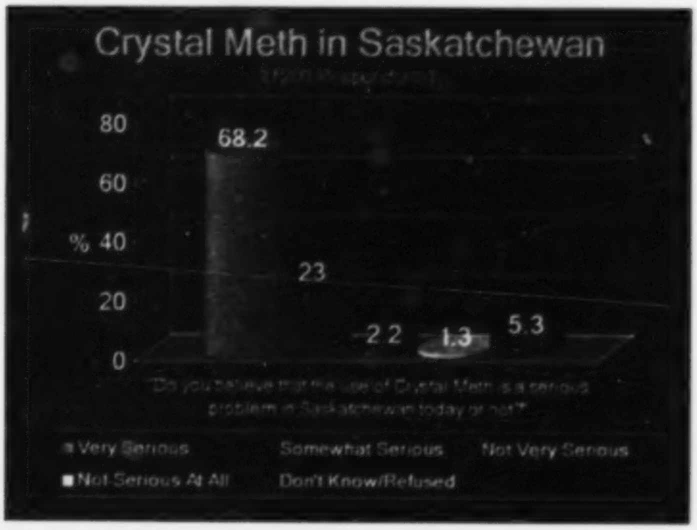


Chart 52 shows respondents with Trades Education were the *most likely* to believe the use of Crystal Meth is a *Very Serious Problem* (81% vs. 68.2% for the Total Sample) for Saskatchewan today.

Chart 52

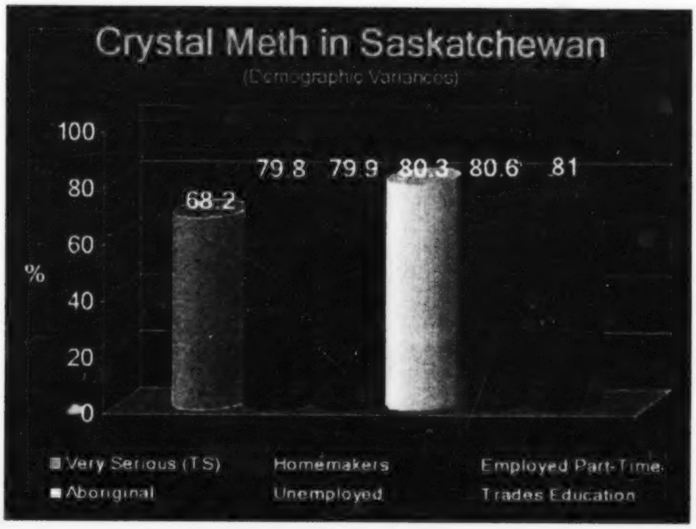


Chart 53 shows 93.8% of all survey households say no member of their immediate household has ever used Cocaine.

Chart 53

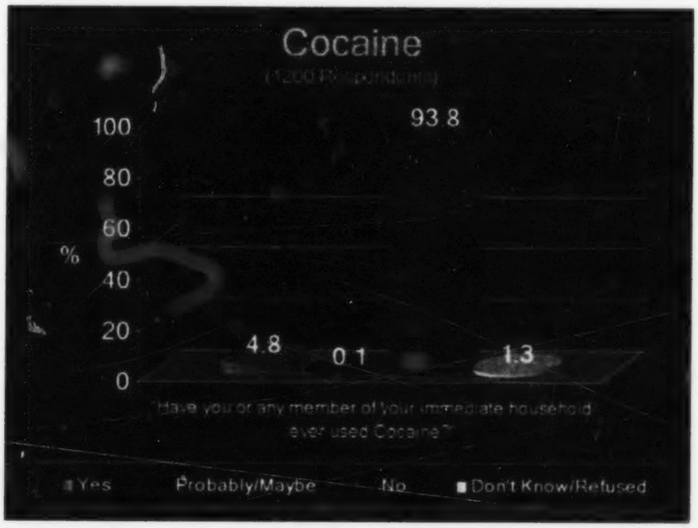


Chart 54 shows respondents 18 to 24 Years of Age were the *most likely* to say that one or more of their household members have used Cocaine (17.2% vs. 4.8% for the Total Sample).

Chart 54

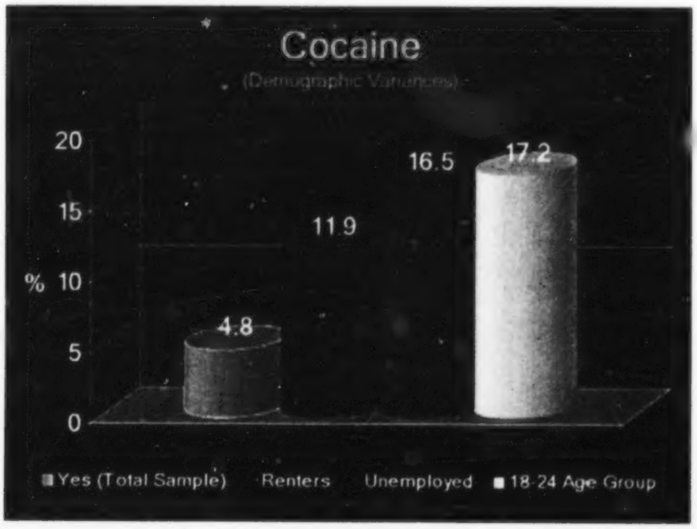


Chart 55 shows 44.4% of the survey households who say one or more household members have used Cocaine, say they use the drug *Less Than Once a Year*.

Chart 55

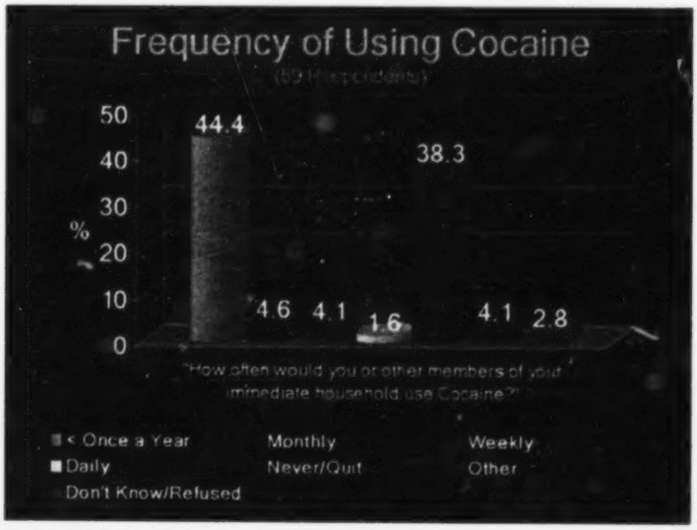


Chart 56 shows 30% of all survey respondents believe the use of Cocaine is a *Very Serious* problem in Saskatchewan today, while 38.5% say it is a *Somewhat Serious* problem for the province.

Chart 56

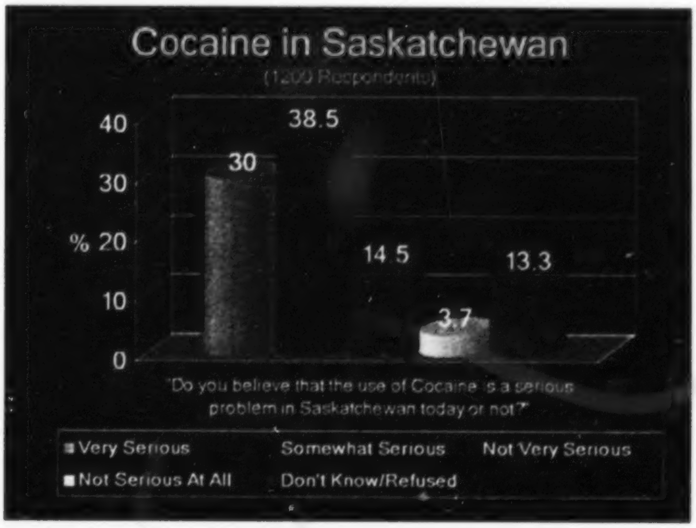


Chart 57 shows respondents with Household Incomes of $80,000 to $100,000 were the *least likely* to believe Cocaine use is a *Very Serious* problem (20.9% vs. 30% for the Total Sample) for Saskatchewan today. At the other end of the scale, Aboriginal respondents were the *most likely* to believe Cocaine use is a *Very Serious* problem (50.6% vs. 30% for the Total Sample) for the province.

Chart 57

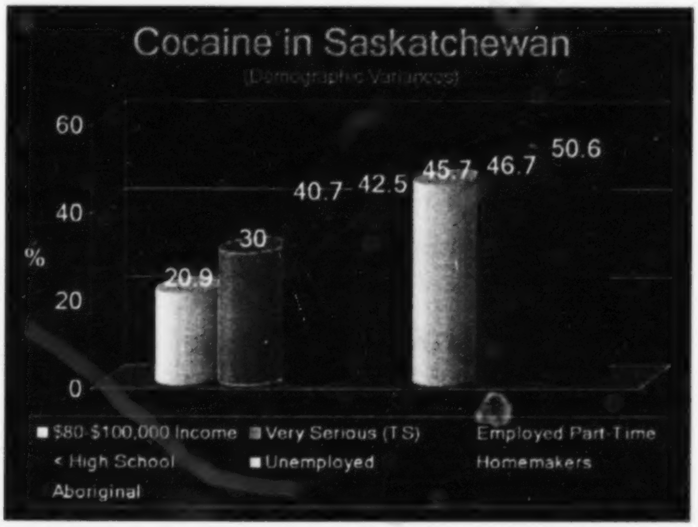


Chart 58 shows 98.2% of all survey households say no members of their immediate household have ever used an Injected Drug such as Heroin.

Chart 58

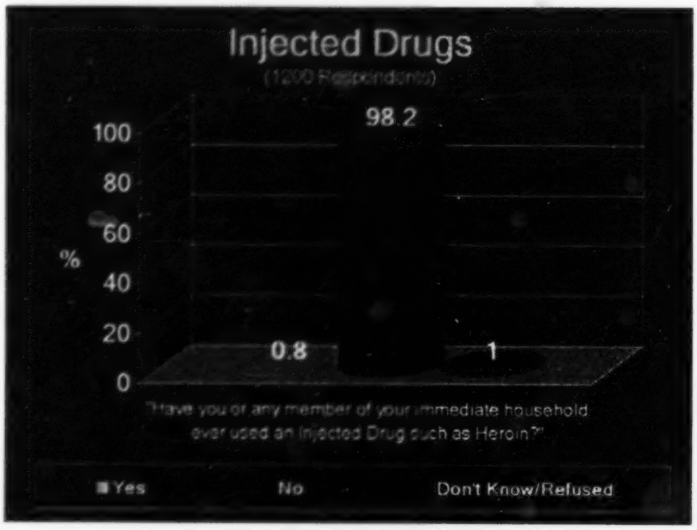


Chart 59 shows 9.1% of the small number of survey households who reported at least one household member uses an Injected Drug, say these drugs are used *Daily*.

Chart 59

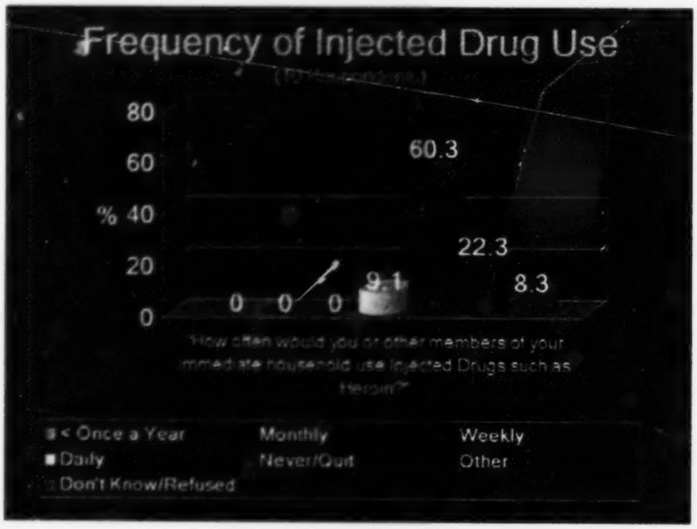


Chart 60 shows 27.6% of all survey respondents believe **Injected Drug** use is a *Very Serious* problem in Saskatchewan today, while 36.1% say it is a *Somewhat Serious* problem for the province.

Chart 60

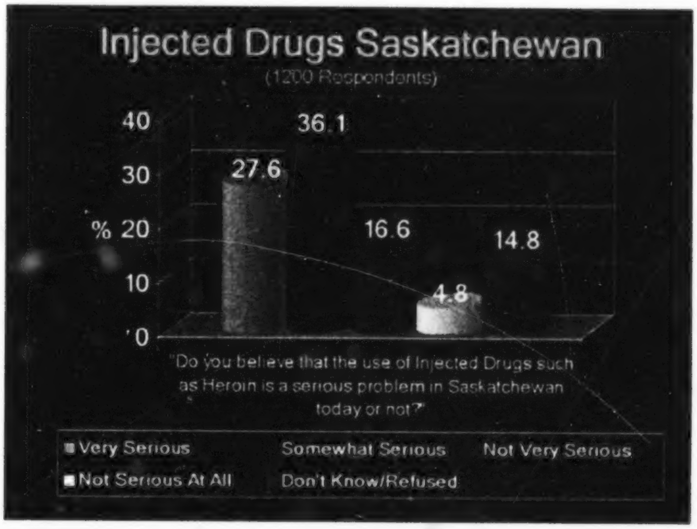


Chart 61 shows respondents with Household Incomes of $80,000 to $100,000 were the *least likely* to believe Injected Drug use is a *Very Serious* problem (17.5% vs. 27.6% for the Total Sample) in Saskatchewan today. At the other end of the scale, Aboriginal respondents were the *most likely* to believe Injected Drug use is a *Very Serious* problem (47.8% vs. 27.6% for the Total Sample) for the province.

Chart 61

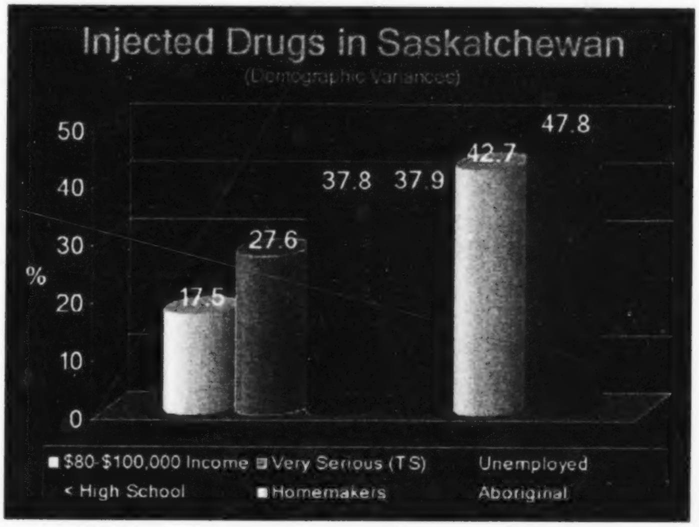
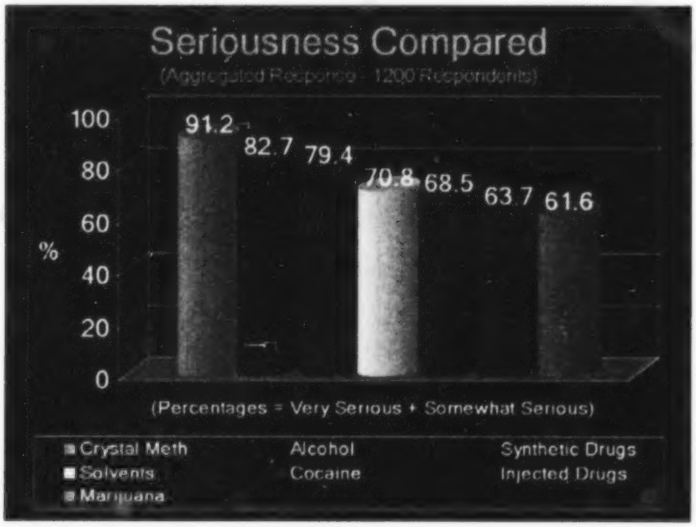


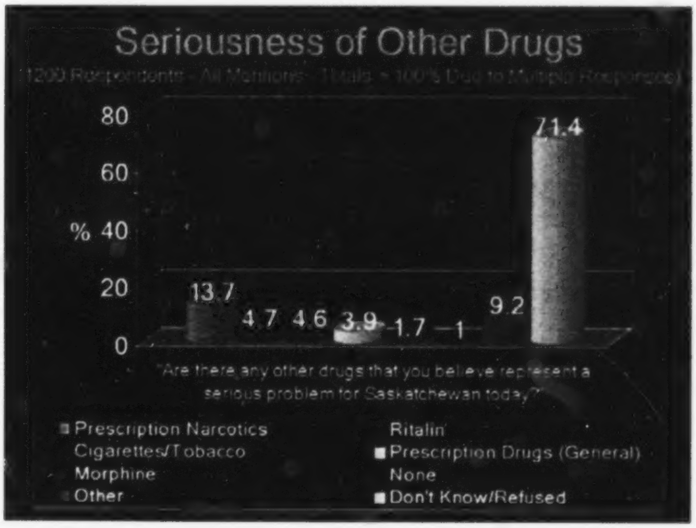
Chart 62 compares the **Seriousness** rating provided by survey respondents to each of the seven drug types tested, by aggregating the percentage of respondents who rated each drug type as a *Very Serious* or *Somewhat Serious* problem for Saskatchewan today. This comparison shows that **Crystal Meth** (91.2%) received the highest rating, while **Marijuana** received the lowest rating (61.6%).

Chart 62



Survey respondents were asked to identify any other drugs that they believe represent a **Serious Problem** for Saskatchewan today. Chart 63 shows that among those respondents who were able to name a drug or drug type, the largest group (13.7%) named **Prescription Narcotics** as their greatest concern.

Chart 63



VI. Demographics Characteristics of Survey Respondents

The following charts display the demographic characteristics of the 1200 respondents who completed the Saskatchewan Omnibus Survey.

Chart 64

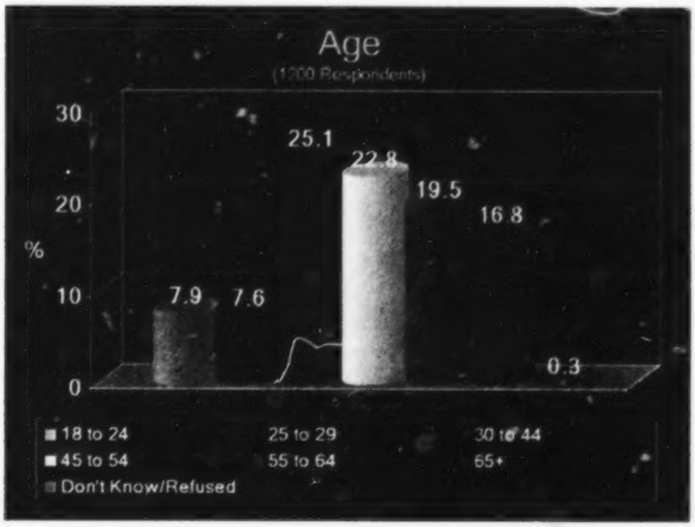


Chart 65

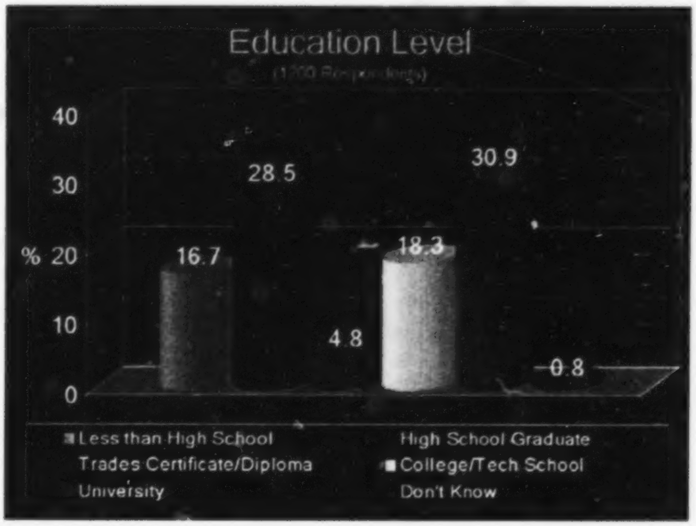


Chart 66

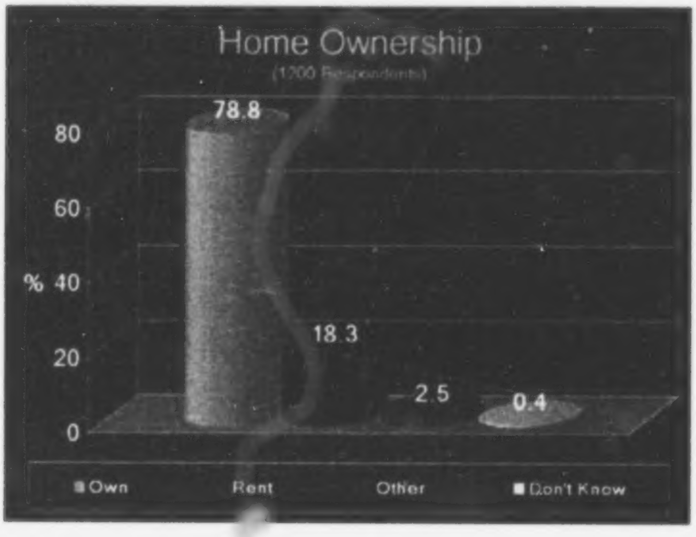


Chart 67

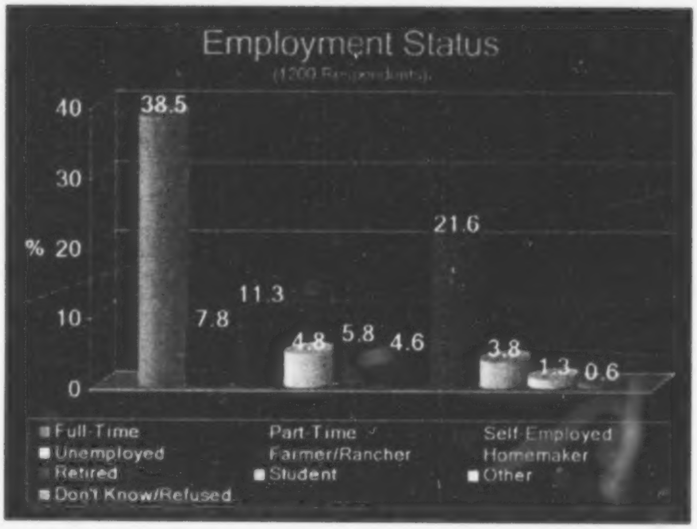


Chart 68

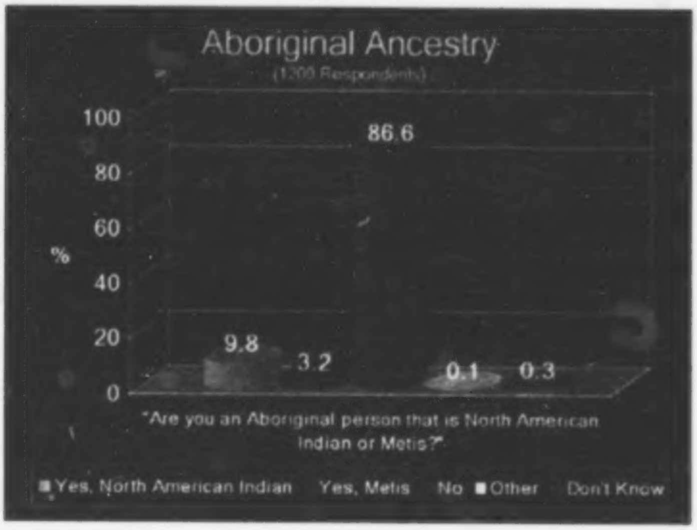


Chart 69

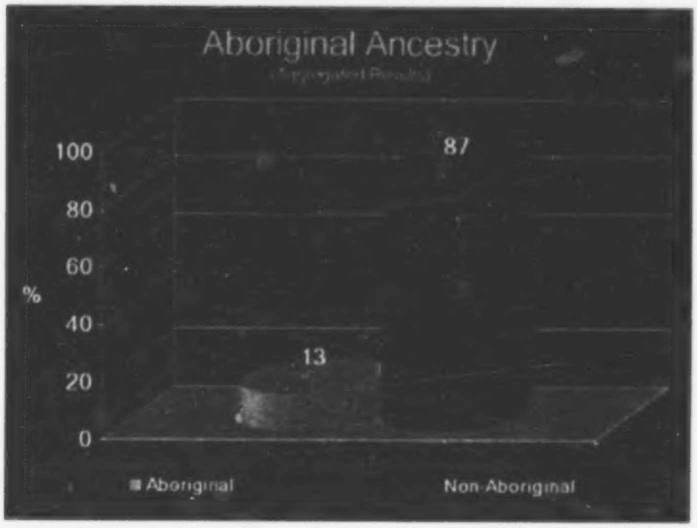


Chart 70

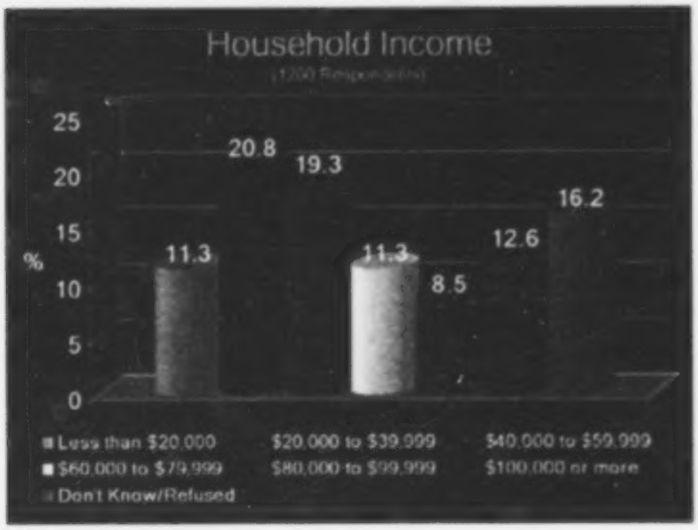


Chart 71

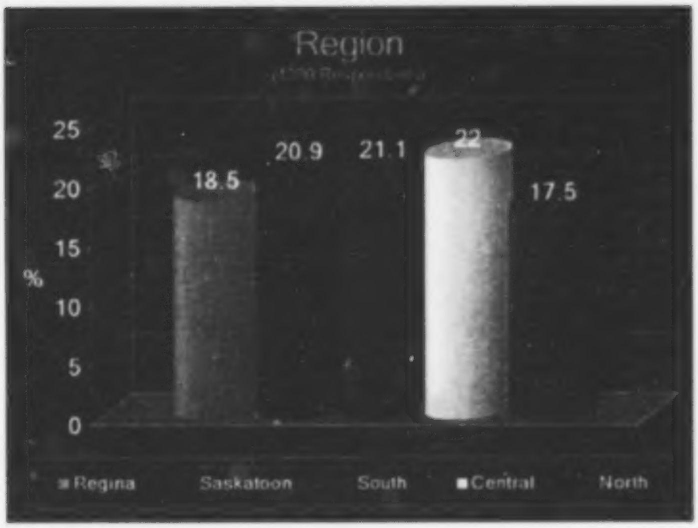


Chart 72

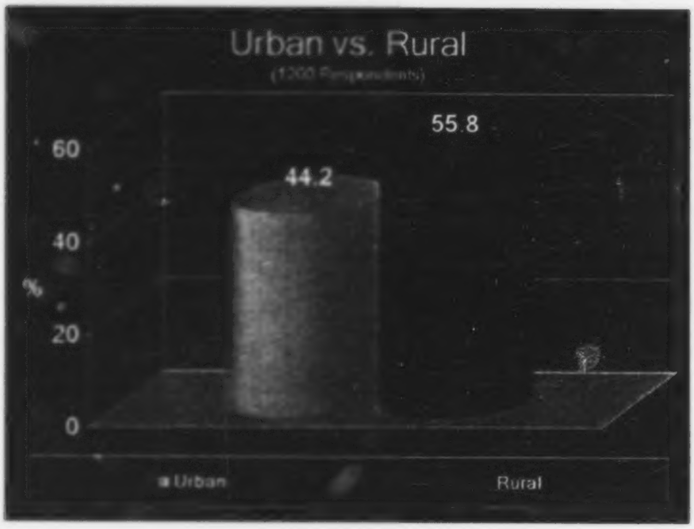
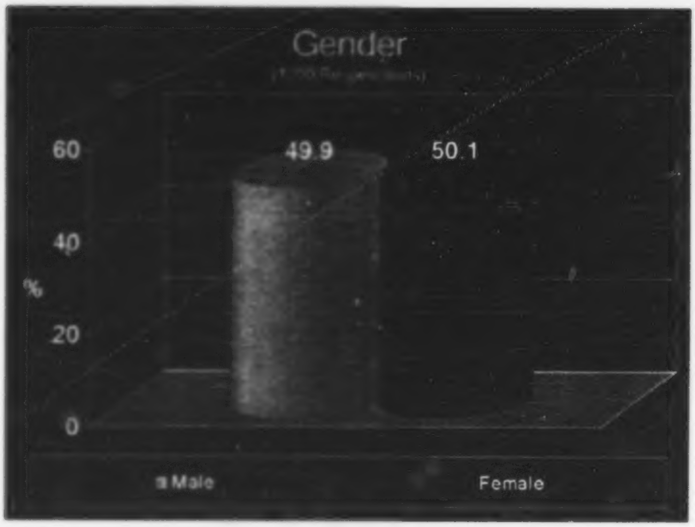


Chart 73



Department/Crown commissioning the work:

Saskatchewan Communications Network (SCN)

Date:	November 2006
Supplier:	Fast Consulting. Saskatoon
Cost:	$16,475.00

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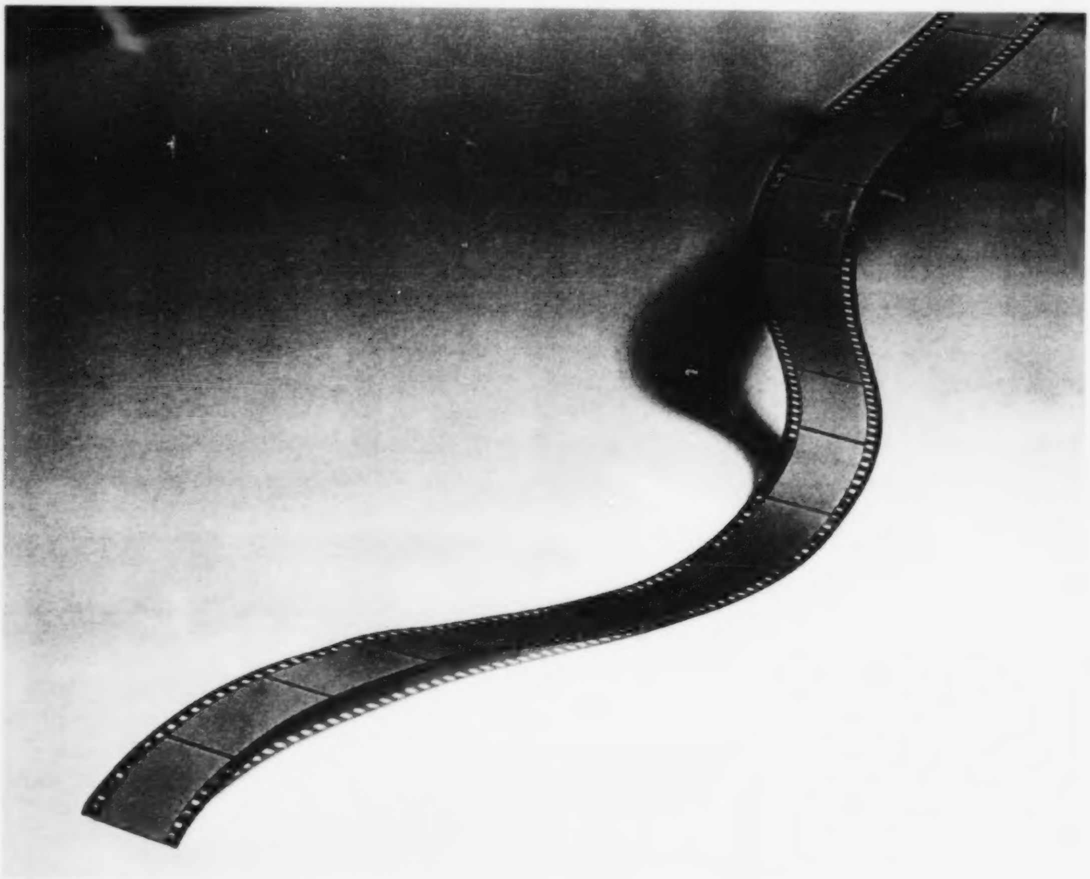

FAST CONSULTING

SCN Saskatchewan Television Viewers Survey – Report Summary

November 2006

SCN

Saskatchewan Communications Network (SCN)

Saskatchewan Television Viewers Survey

Submitted by

FAST CONSULTING

Saskatoon, SK S7N 3R3
(306) 956-3070

November 2006

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1 EXECUTIVE SUMMARY

1.1 PROJECT BACKGROUND

In October and November 2006, Fast Consulting conducted a public opinion survey for The Saskatchewan Communications Network (SCN) with a representative sample of 1,000 Saskatchewan residents The purpose of this research initiative is to accurately assess the demographic of SCN viewers and non-viewers in order to a) develop a strategic marketing and communications plan, and b) to assist programming and schedule development.

With a proportionately distributed province-wide sample of 1,000 people, we can say with a 95% level of certainty that the overall results of the survey are within plus or minus 3.1% of what they would be if the entire adult population of the province were polled. The margin of error will be larger for sub-groups of the population.

1.2 HIGHLIGHTS

Familiarity with SCN

- The majority of respondents are familiar with SCN (59%), which is consistent with 60% in 2005.
- When asked how familiar they are with SCN, 47% of respondents indicate they are at least somewhat familiar with 9% saying they are very familiar. This compares to 52% who say they are familiar with SCN in 2005 and 10% saying they are very familiar.
- One third (32%) of respondents watch SCN often or sometimes, which is a continued increase from 25% in 2001 and consistent with 33% in 2005. One third (33%) seldom watch SCN, up from 30% in 2005. More than one third (35%) never watch SCN, consistent with 36% in 2005.
- The most common time of day viewers watch SCN is weekday evenings (71%). This is consistent with previous surveys.

SCN Programming

- The large majority (94%) of SCN viewers continue to rate SCN programming as good or very good. This is an increase from 81% in 2005.

- The most commonly mentioned types of programs watched on SCN include history and culture (65%), environment and nature (58%) and drama programs (45%). Viewership of all types of programs on SCN has increased.

- The most commonly mentioned Made in Saskatchewan TV series watched include Life Without Borders (70%), 100 Saskatchewan Stories (63%), The Health Show (60%), Prairie Night at the Movies (53%) and CBC Regional News repeat broadcast (52%). The least viewed SCN programs are High School Confidential (14%), renegadepress.com (15%) and Landing (18%).

- The large majority (92%) of SCN viewers continue to be supportive of regional programming on SCN, up slightly from 89% in 2005.

- The large majority of SCN viewers (83%) are supportive of a series of public forums or televised town hall meeting on topics that are of significant interest to the people of Saskatchewan.

Television Services

- Regular cable TV continues to be the most common television service residents receive at 39%, down from a high of 57% in 2001. The number of residents receiving SaskTel MAX service (16%) continues to increase from 1% in 2002.

Television Viewing

- While the majority (53%) of respondents watch more than 10 hours of TV each week the number has decreased from 63% in 2004. The number of respondents watching less than 10 hours of TV a week has increased to 47% in 2006, an increase from 34% in 2004.

- Use of the on-screen viewing guide (44%) has increased from 42% in 2005,. Channel surfing (28%) as a means of determining what programs to watch has decreased from its highest rating in 2004 (36%).

- The majority of respondents indicate they regularly watch CTV (57%), followed by specialty channels (49%), CBC (40%), American networks (33%), Global (31%) and sports networks (30%). The most common programming watched on a regular basis are news (70%), documentaries (51%), drama series (50%), sports (48%) and movies (49%).

Public Broadcasting

- The large majority (81%) of respondents continue to feel that public broadcasting is somewhat or very important. This is down from 88% in 2005.
- Approximately two thirds (68%) of respondents continue to think SCN being commercial free is somewhat or very important, down from a high of 82% in 2003.
- The large majority of respondents (87%) continue to agree that it is necessary to have a television channel that provides a forum for discussion of issues of concern and interest to the people of the prairies and the north. This is up slightly from 86% in 2004 but lower than the high of 90% in 2003.
- The large majority of respondents (90%) agree that it is necessary to have a television channel that provides commercial free, non-violent educational children's programming; the majority (60%) strongly agree.
- The large majority (85%) agree that it is necessary to have a television channel that supports the Saskatchewan school curriculum.
- The majority of respondents agree that SCN strives to inform citizens (68%), strengthen communities (65%), build bridges between people (63%) and empower families (59%).

2 METHODOLOGY

2.1 PROJECT BACKGROUND

In October and November 2006, Fast Consulting conducted a public opinion survey for The Saskatchewan Communications Network (SCN) with a representative sample of 1,000 Saskatchewan residents The purpose of this research initiative is to accurately assess the demographic of SCN viewers and non-viewers in order to a) develop a strategic marketing and communications plan, and b) to assist programming and schedule development. Further objectives of the research project are to determine:

- ✓ audience awareness of SCN,
- ✓ why people do or do not watch SCN,
- ✓ viewership levels of SCN programs,
- ✓ what types of programs people watch on SCN,
- ✓ perceptions and understanding of public broadcasting,
- ✓ Saskatchewan residents' views on sustaining a provincial public broadcaster, and
- ✓ Saskatchewan residents' views on regional programming,

The questions for the survey were designed by SCN. Fast Consulting reviewed the questionnaire, offered recommendations and programmed the survey into our DASH server. The questions in the SCN provincial opinion questionnaire are baseline questions: that is, questions that either have been asked in previous provincial surveys or will be asked in future surveys. The questionnaire is included in Section 7.

In this report summary, the November 2006 survey results are compared and contrasted with public opinion measurements from previous SCN provincial surveys, when applicable. The public opinion measurements for a few issues are tracked as far back as 2001.

Respondents were randomly selected from a randomly generated electronic sample of the province of Saskatchewan using standard polling practices to ensure random selection of households and respondents. The sampling frame was constructed to ensure proportionate representation of other important demographic characteristics evident in the provincial population. Some examples of these characteristics include gender, age, and level of education. Randomly selecting participants ensures that the opinions of the various types of people residing throughout Saskatchewan are proportionately represented in the statistical measurements documented in this report. A demographic breakdown of respondents is included in Section 6.

Provincial residents were surveyed between October 12th and November 12th, 2006. Interviews were conducted by telephone at times that are appropriate and convenient for respondents – between the hours of 5:00 p.m. and 9:00 p.m. on weekdays and between the hours of 10:00 a.m. and 3:00 p.m. on weekends. Experienced public opinion interviewers using Fast Consulting's in-house Computer Aided Interviewing (CATI) system conducted all interviews. All interviewers were supervised at one central location in Saskatoon.

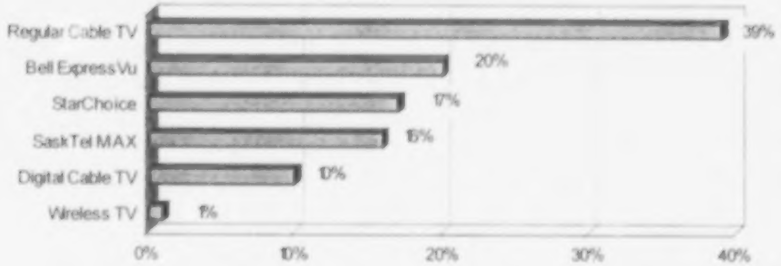
Data checking procedures were utilized at all times to ensure the accuracy of the data. The survey sample of 1,000 residents yields public opinion measurements within a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.

The statistical team at Fast Consulting designs and implements programs to facilitate the statistical analysis of the survey data. Statistical analysis is done with the industry standard SPSS computer program (Statistical Package for Social Sciences). The statistician conducts tests on the demographics to check for validity of survey data. These validity checks indicate that the survey data is valid and reliable.

3 TELEVISION VIEWING HABITS

3.1 TELEVISION SERVICES

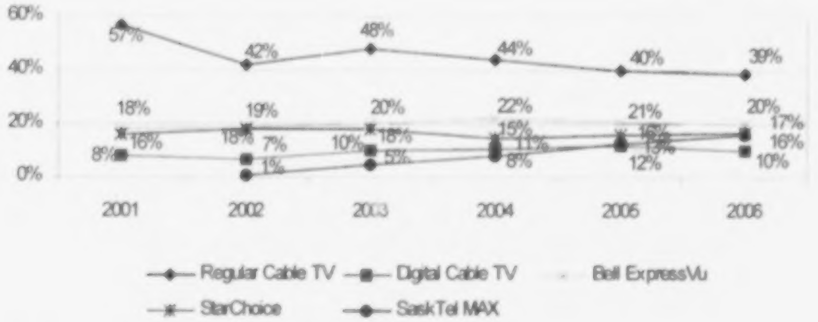
Question Which of the following television services do you currently receive?



- Approximately 39% of respondents currently receive regular cable TV, 20% receive Bell ExpressVu, 17% Star Choice, 16% SaskTel MAX and 10% receive digital cable TV.

- SCN viewers (44%) are more likely than non-viewers (28%) to receive regular cable.

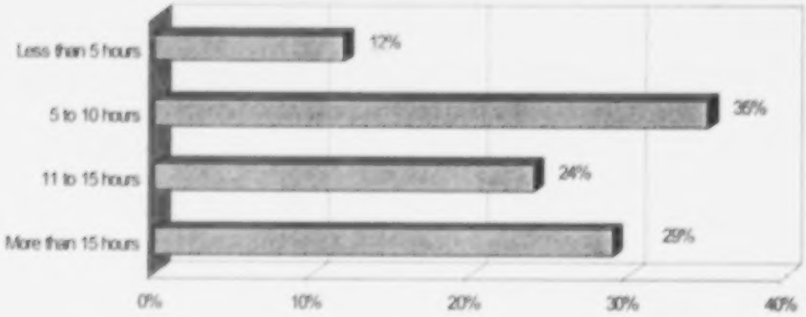
- Regina respondents are more likely to receive regular cable (59%), Saskatoon (31%) and small city residents (27%) are more likely to receive SaskTel MAX and rural residents are more likely to receive StarChoice (36%) and Bell ExpressVu (35%).



- The number of respondents receiving regular cable TV has decreased while those receiving SaskTel MAX continues to increase.

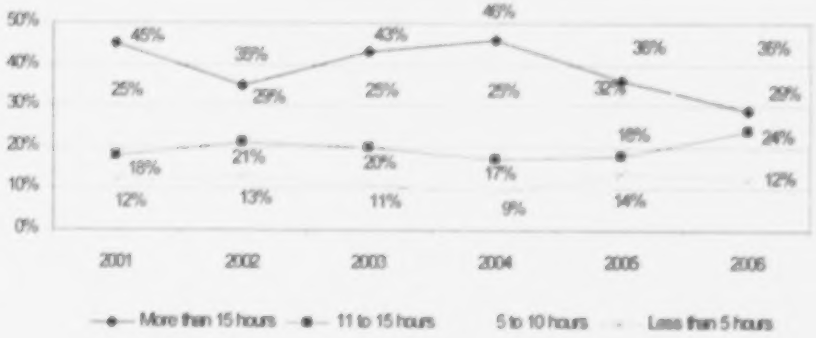
3.2 HOURS OF TELEVISION PER WEEK

Question On average, approximately how many hours do you watch TV each week?



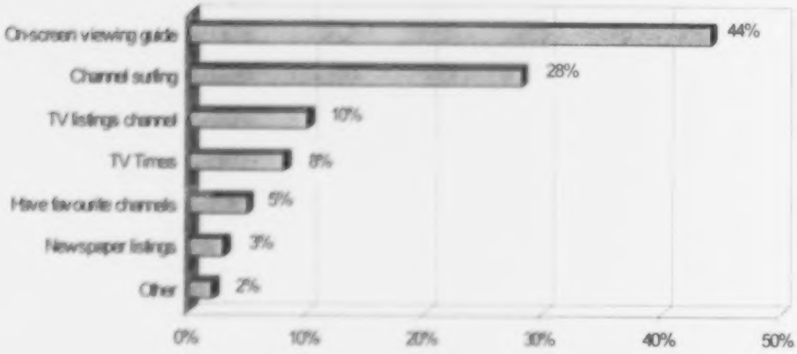
- More than one quarter (29%) of respondents watch more than 15 hours of TV each week. Approximately 24% watch 11 to 15 hours, 35% watch 5 to 10 hours and 12% watch less than 5 hours of TV each week.

- As age increases respondents are more likely to watch more than 15 hours of TV each week (18 to 34 – 18%, 35 to 54 – 25%, 55+ - 37%).

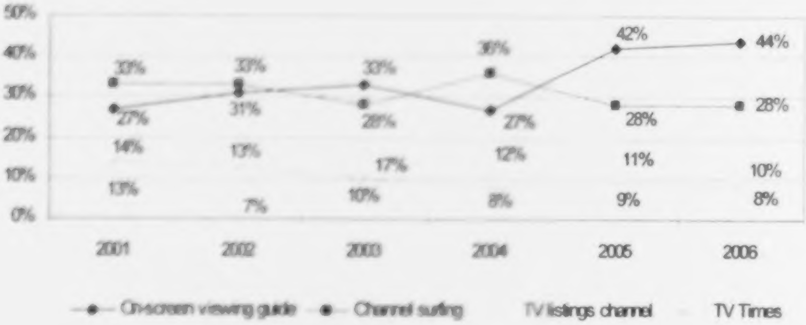


- There are fewer respondents watching more than 15 hours of TV each week and more watching between 5 and 10 hours.

Question How do you usually determine what programs you watch on television?



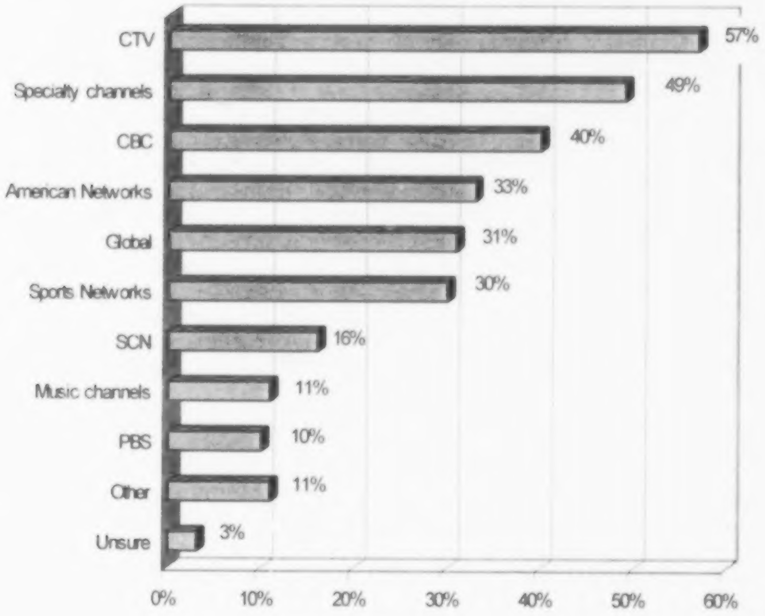
- Approximately 44% of respondents usually use the on-screen viewing guide to determine what programs they watch on television while 28% say they channel surf.



- How respondents determine what programs they watch on television is consistent with results from 2005.

3.3 REGULAR CHANNELS WATCHED

Question What channels do you regularly watch?

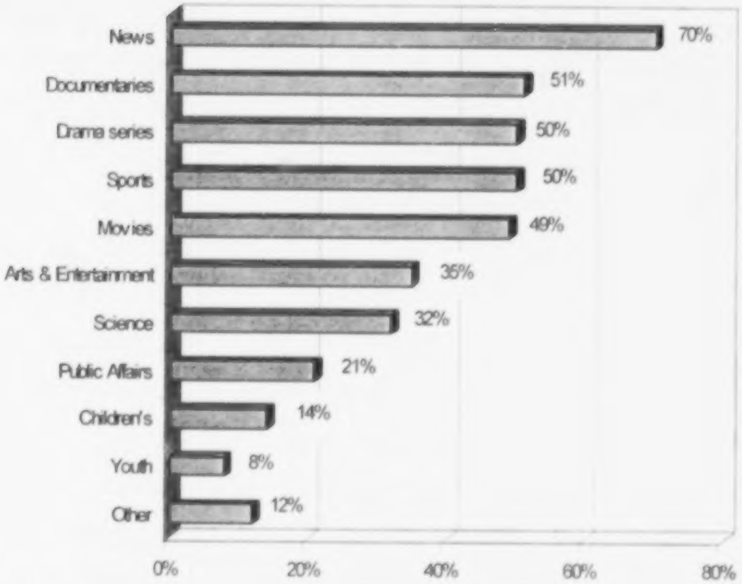


- The majority (57%) of respondents indicate they regularly watch CTV. Close to one half (49%) watch specialty channels such as The Food Network, Home and Garden, The History Channel and Outdoor Life Network and 40% regularly watch CBC.

- Approximately one third watch American networks such as ABC, CBS, NBC and FOX (33%), Global (31%) and sports networks such as TSN and SportsNet (30%).

- As age increases respondents are more likely to watch SCN (18 to 34 – 5%, 35 to 54 – 12%, 55+ - 27%).

Question What programming do you watch on a regular basis?



- The majority (70%) of respondents watch news programs on a regular basis. Approximately one half watch documentaries (51%), drama series (50%), sports (50%) and movies (49%).

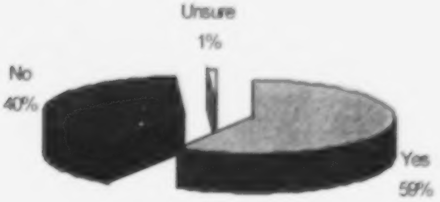
- SCN viewers are more likely than non-viewers to watch news (77% vs. 59%), documentaries (58% vs. 39%), arts and entertainment (40% vs. 26%), science (37% vs. 22%) and public affairs programs (27% vs. 11%).

- As age increases respondents are more likely to watch news (18 to 34 – 46%, 35 to 54 – 65%, 55+ - 87%) and public affairs programs (18 to 34 – 10%, 35 to 54 – 15%, 55+ - 33%). As age decreases respondents are more likely to watch children's programs (18 to 34 – 28%, 35 to 54 – 17%, 55+ - 5%).

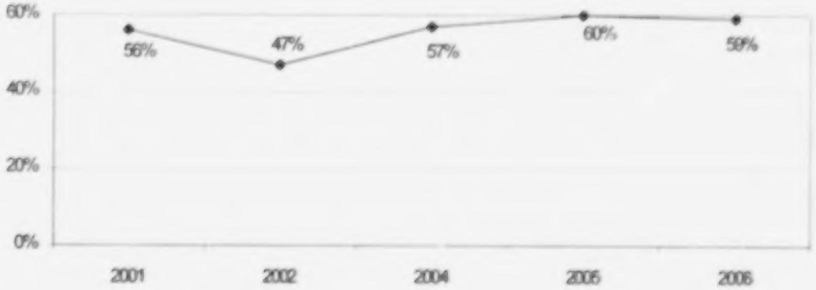
4 SCN VIEWING HABITS

4.1 FAMILIARITY WITH SCN

Question Are you familiar with SCN? (The Saskatchewan Communications Network)



- The majority (59%) of respondents are familiar with SCN.
- Respondents aged 18 to 34 (47%) are less likely than other age groups to be familiar with SCN.

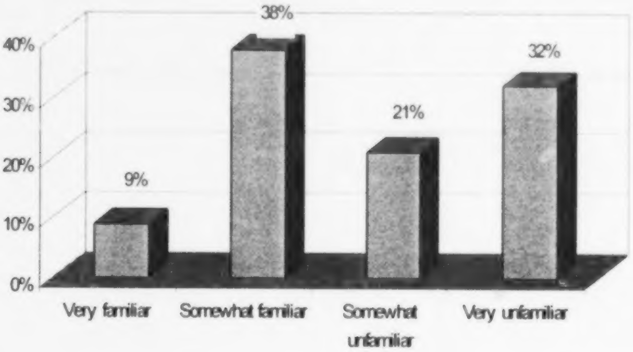


Note: the above question was not asked in 2003.

- Awareness of SCN is consistent with 2005.

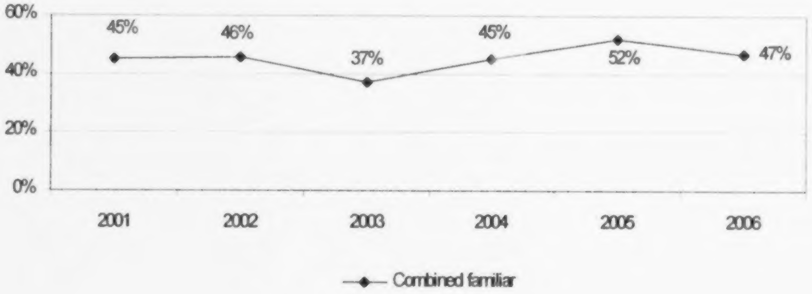
SCN was created in 1989 by the Government of Saskatchewan. The SCN Broadcast Network operates on the province's cable, wireless and satellite television systems, and offers educational and cultural programs on a wide variety of topics.

Question Given the above information, how familiar are you with SCN?



- Slightly less than one half (47%) of respondents are at least somewhat familiar with SCN.

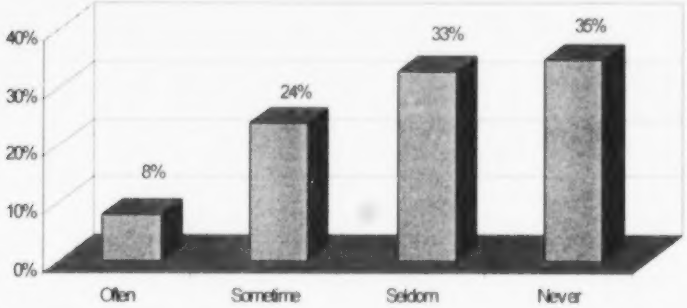
- Respondents aged 18 to 34 (38%) are less likely than other age groups to be at least somewhat familiar with SCN.



- Familiarity with SCN is down slightly from 2005.

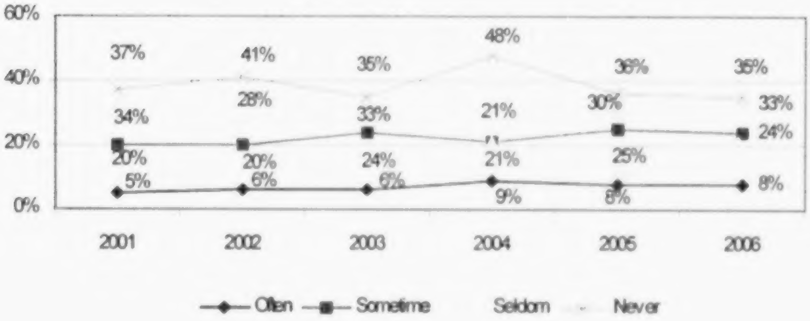
4.2 WATCHING SCN

Question How often do you watch SCN?



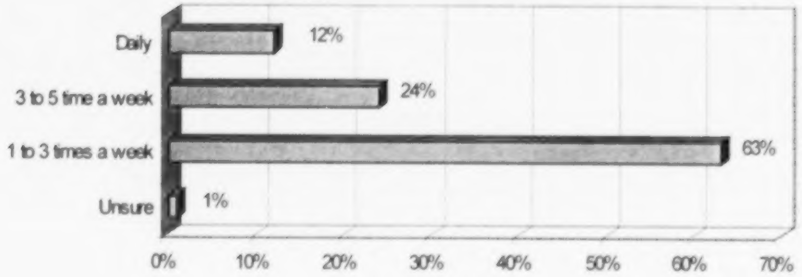
- One third (32%) of respondents watch SCN often or sometimes, 33% seldom watch SCN and 35% say they never watch SCN.

- Respondents over the age of 55 are more likely than other age groups to watch SCN often (13%) and sometimes (30%).



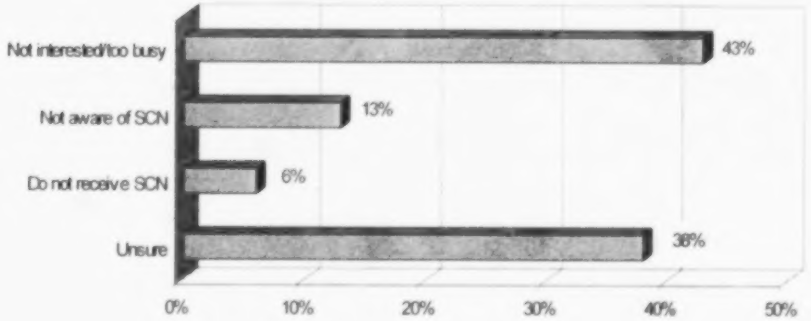
- SCN viewership (often, sometime or seldom) at 65% is at the same level as 2005.

Question Is that...?



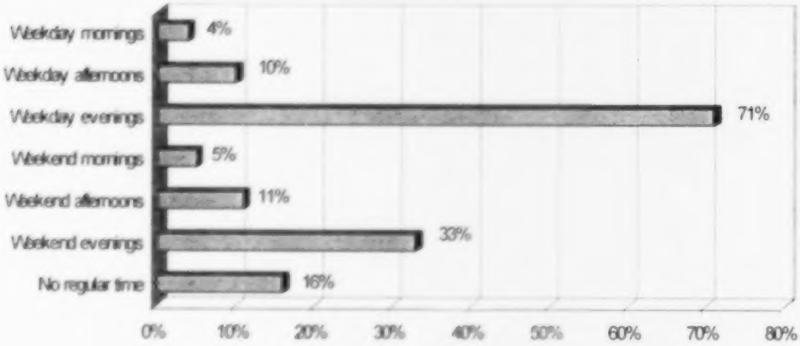
- The majority (63%) of those respondents who watch SCN often or sometimes say they watch SCN 1 to 3 times a week, 24% watch SCN 3 to 5 times a week and 12% watch SCN daily.

Question Why do you not watch SCN?



- Approximately 43% of those respondents who do not watch SCN say they are not interested/too busy to watch SCN, 13% are not aware of SCN and 6% do not receive SCN.

Question When do you usually watch SCN?



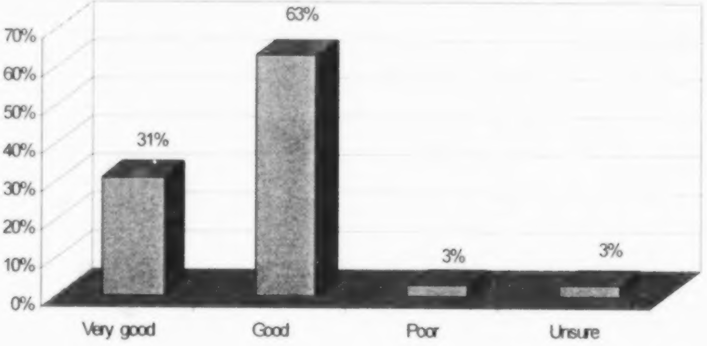
- The majority (71%) of those respondents who watch SCN say they watch the network weekday evenings and 33% watch on weekend evenings.

	2001	2002	2003	2004	2005	2006
Weekday mornings	6%	7%	5%	4%	4%	4%
Weekday afternoons	8%	9%	13%	4%	8%	10%
Weekday evenings	52%	60%	54%	58%	51%	71%
Weekend mornings	4%	6%	8%	7%	3%	5%
Weekend afternoons	6%	7%	14%	9%	6%	11%
Weekend evenings	24%	36%	34%	40%	29%	33%
No regular time	33%	26%	23%	27%	32%	16%

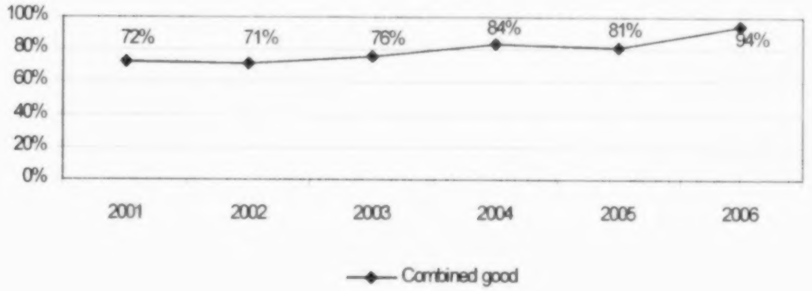
- The time of day viewing watch SCN has consistently been highest or weekday evenings.

4.3 SCN PROGRAMMING

Question In general, how would you rate SCN programming?

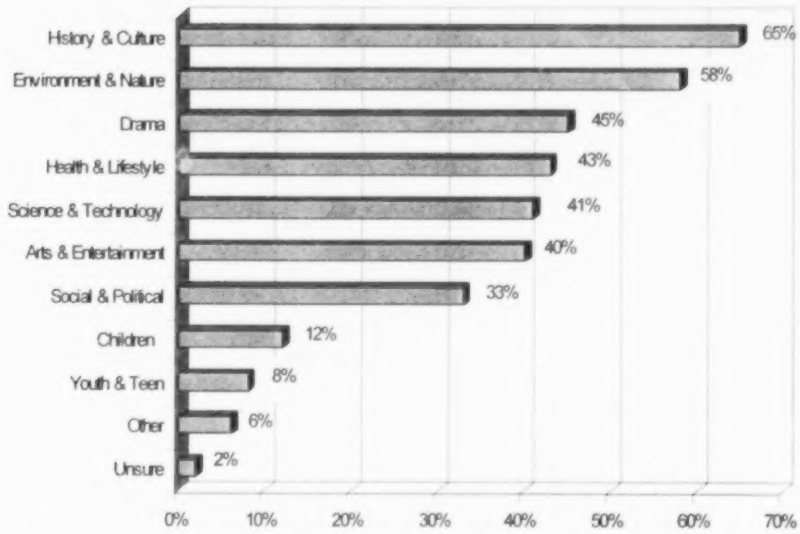


- The large majority (94%) of SCN viewers rate SCN programming as good or very good.



- Ratings for SCN programming is at its highest.

Question What types of programs do you watch on SCN?



- The majority of SCN viewers indicate they watch history and culture programs (65%) and environment and nature programs (58%) on SCN.

- More than one third watch drama (45%), health and lifestyle (43%), science and technology (41%), arts and entertainment (40%) and social political programs (33%) on SCN.

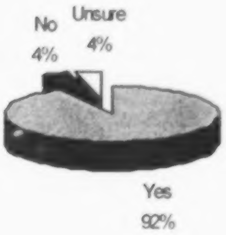
- Respondents aged 18 to 34 are more likely than other age groups to watch children (26%) and youth and teen programs (19%) on SCN. Respondents over the age of 55 are more likely than other age groups to watch history and culture (72%), environment and nature (68%), drama (50%) and science and technology programs (49%) on SCN.

- Rural respondents (67%) are more likely than those living in other areas to watch environment and nature programs on SCN.

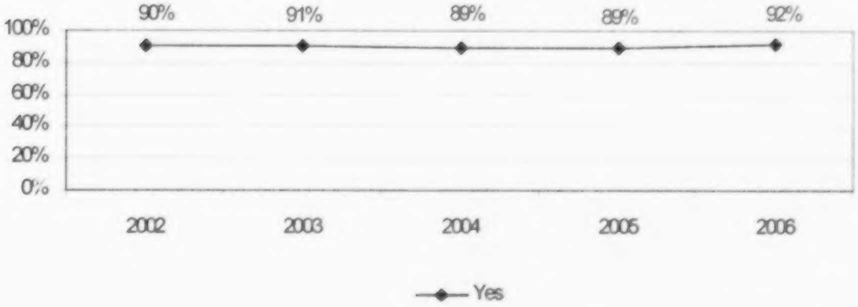
	2004	2005	2006
History & Culture	53%	52%	65%
Environment & Nature	42%	51%	58%
Drama	34%	41%	45%
Health & Lifestyle	23%	37%	43%
Arts & Entertainment	33%	37%	40%
Science & Technology	23%	32%	41%
Social & Political	19%	25%	33%

4.4 REGIONAL PROGRAMMING

Question SCN has recently shifted its focus to airing more programs about Saskatchewan and the Prairie and Northern region. Do you support this new direction for SCN?

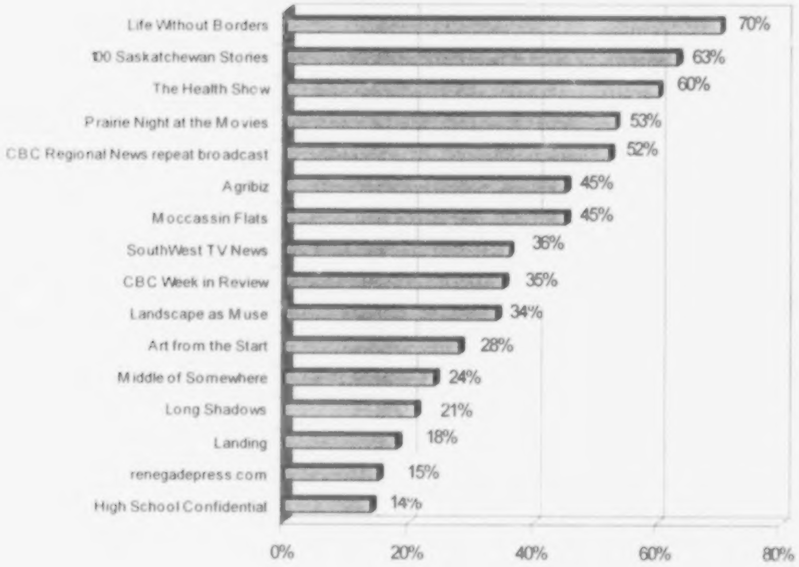


- The large majority (92%) of SCN viewers are supportive of regional programming on SCN.



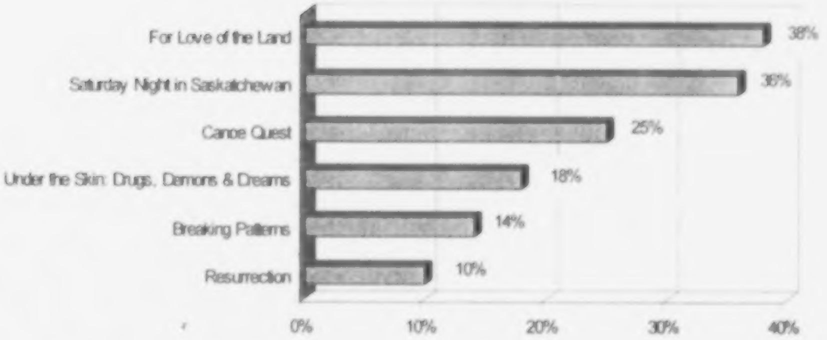
- Support for regional programming on SCN continues to be very high.

Question Which of the following Made in Saskatchewan TV series have you watched?



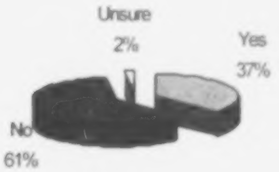
- The majority of SCN viewers say they have watched Life Without Borders (70%), 100 Saskatchewan Stories (63%), The Health Show (60%), Prairie Night at the Movies (53%) and CBC Regional News repeat broadcast (52%).
- More than one third have watched Agribiz (45%), Moccassin Flats (45%), SouthWest TV News (36%), CBC Week in Review (35%) and Landscape as Muse (34%).

Question Which of the following Made in Saskatchewan specials have you watched?



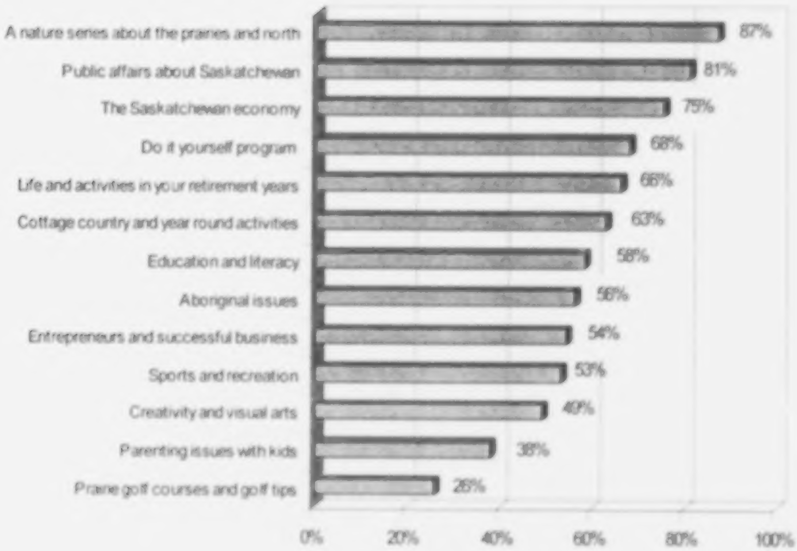
- More than one third of SCN viewers have watched For Love of the Land (38%) and Saturday Night in Saskatchewan (36%).

Question Do you have a favourite SCN program?



- More than one third (37%) of SCN viewers indicate they have a favourite SCN program.
- Favourite programs include Heartbeat, Life Without Borders, Moccassin Flats and 100 Saskatchewan Stories.

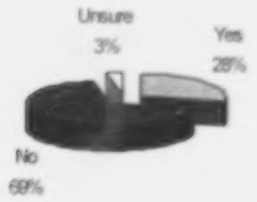
Question SCN is considering new regional programs for future seasons. Which of the following ideas would you be interested in watching?



- More than three quarters of SCN viewers would be interested in watching a nature series about the prairies and north (87%), public affairs about Saskatchewan (81%) and the Saskatchewan economy (75%).

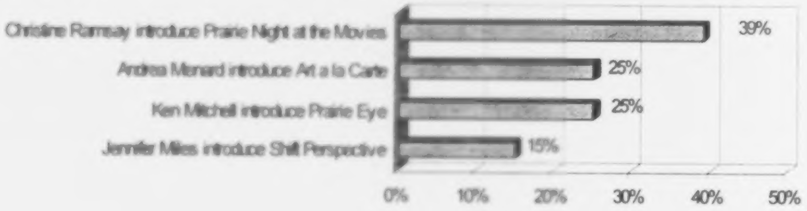
- The majority would be interested in do it yourself programming about crafts and home repairs (68%), life and activities in the retirement years (66%), cottage country and year round activities (63%), shows for families about education and literacy (58%), Aboriginal issues such as health, culture and traditions (56%), entrepreneurs and running a successful business (54%) and sports and recreation (53%).

Question Do you have any suggestions for Regional Shows?



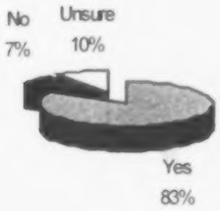
- More than one quarter (28%) of SCN viewers have suggestions for Regional Shows.
- Suggestions for regional programming include a history of Saskatchewan, entertainment shows, tourism and travelling in Saskatchewan, Saskatchewan towns, local sports and the north.

Question SCN has hosts introducing a number of programs. Have you watched?



- More than one third (39%) of SCN viewers have watched Christine Ramsay introduce Prairie Night at the Movies. One quarter have watched Andrea Menard introduce Art a la Carte (25%) and Ken Mitchell introduce Prairie Eye (25%).

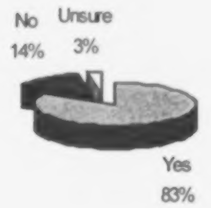
Question Do you think this new direction enhances SCN programming?



- The large majority of SCN viewers (83%) think the new direction of having hosts introduce programs enhances SCN programming.

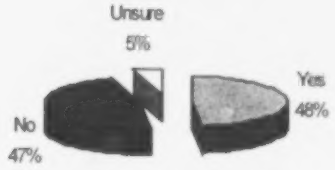
4.5 PUBLIC FORUMS

Question SCN is considering developing a series of public forums or televised town hall meetings on topics that have proven to be of significant interest to the people of Saskatchewan like Substance Abuse, Youth Retention, Saskatchewan's Economy and Cultural Diversity. Do you support this type of programming?



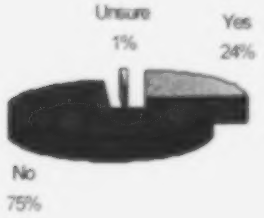
- The large majority (83%) of SCN viewers support a series of public forums or televised town hall meetings on topics that are of significant interest to the people of Saskatchewan.

Question If given the opportunity would you consider participating in this kind of program by being a member of the studio audience or by telephoning from your home?



- Those respondents who are supportive of public forums are split on whether they would consider participating in this type of programming; 48% would consider participating and 47% would not.

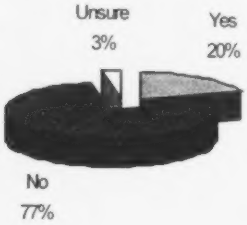
Question Do you have any suggestions for public forum topics?



- Approximately one quarter (24%) of SCN viewers have suggestions for public forum topics.
- Suggestions include the justice system/policing issues, the economy, addictions/substance abuse, agriculture and growing the Saskatchewan population.

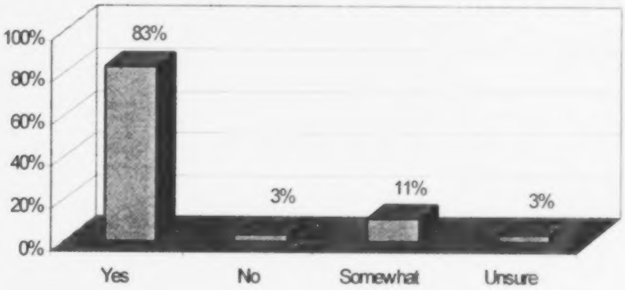
4.6 SCN PROGRAM GUIDE

Question Have you seen or read the SCN Program Guide?



- One in five (20%) SCN viewers have seen or read the SCN Program Guide. This is up from 15% in 2005.

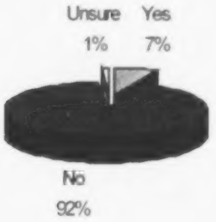
Question Did you find it informative?



- The large majority (83%) of those respondents who have seen or read the SCN Program Guide find the guide informative, which is an increase from 73% in 2005.

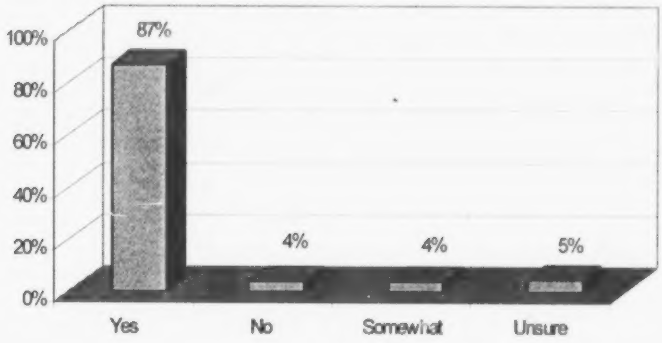
4.7 SCN WEBSITE

Question Have you visited the SCN website?



- Approximately 7% of SCN viewers have visited the SCN website, up slightly from 5% in 2005.

Question Did you find it informative?

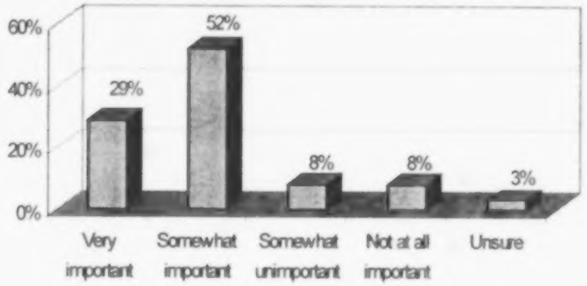


- The large majority (87%) of those respondents who have visited the SCN website find the site informative. This is an increase from 76% in 2005.

5 PUBLIC BROADCASTING

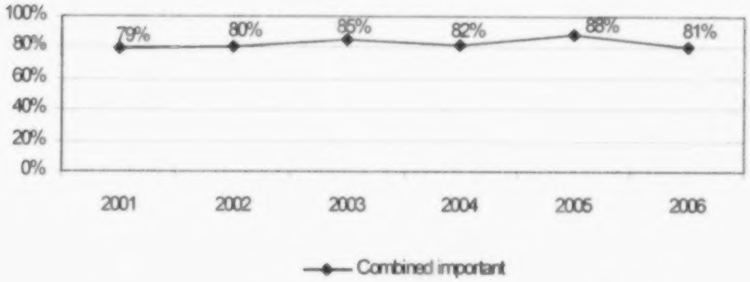
Public broadcasters, such as SCN, rely on public funding and are non-commercial in nature. Commercial broadcasters rely on advertising dollars and audience ratings to operate. A public educational broadcaster such as SCN can offer quality and relevant programming that might not otherwise be available. For example, SCN has recently launched a number of programs focused specifically on Saskatchewan and the Prairie and Northern region.

Question Given this information, how important do you feel public broadcasting is?



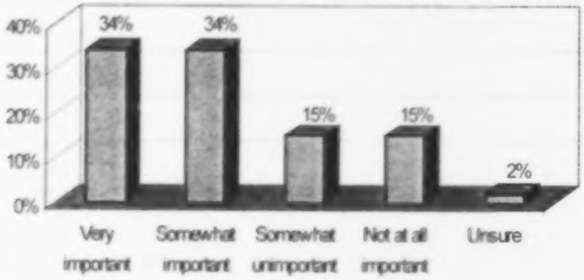
- The large majority (81%) of respondents feel that public broadcasting is somewhat or very important.

- SCN viewers (35%) are more likely than non-viewers (18%) to think public broadcasting is very important.

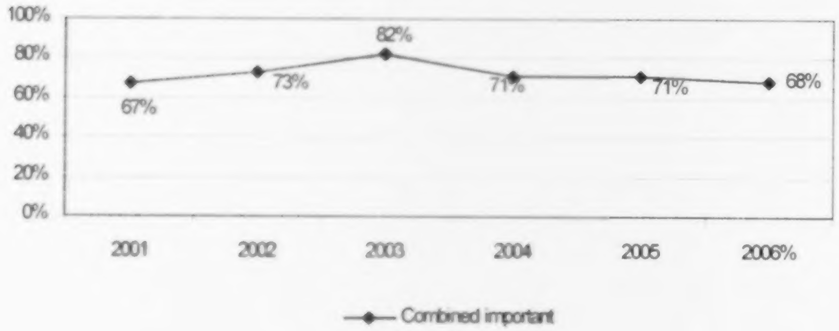


- Importance of public broadcasting is down from a high of 88% in 2005.

Question One thing that sets SCN apart from other networks is the fact that it is commercial free. How important is this to you?



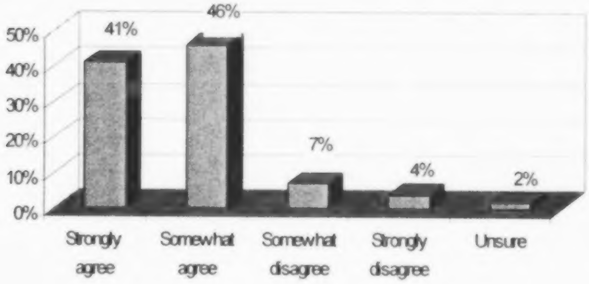
- Approximately two thirds (68%) of respondents think SCN being commercial free is somewhat or very important.



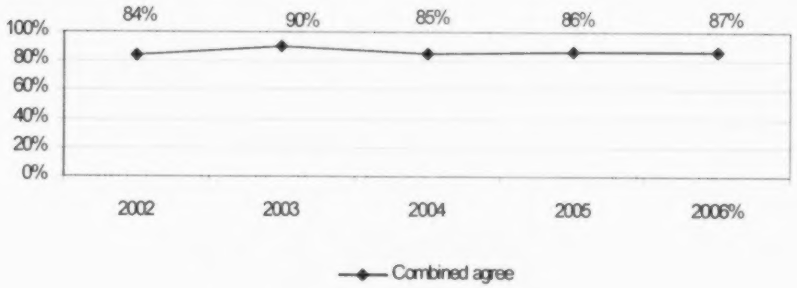
- Importance of SCN being commercial free is down slightly from 2005.

Now I am going to read you three statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.

Question It is necessary to have a television channel that provides a forum for discussion of issues of concern and interest to the people of Saskatchewan and the Prairies and the North.

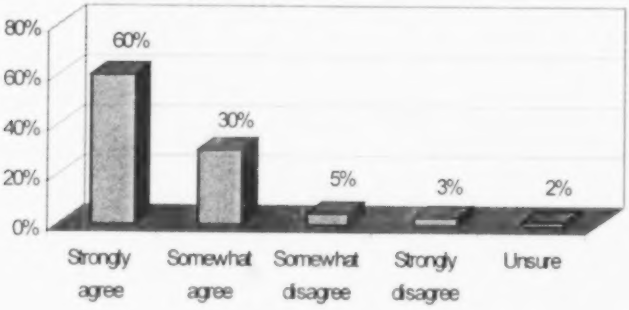


- The large majority of respondents (87%) agree that it is necessary to have a television channel that provides a forum for discussion of issues of concern and interest to the people of Saskatchewan and the Prairies and the North.



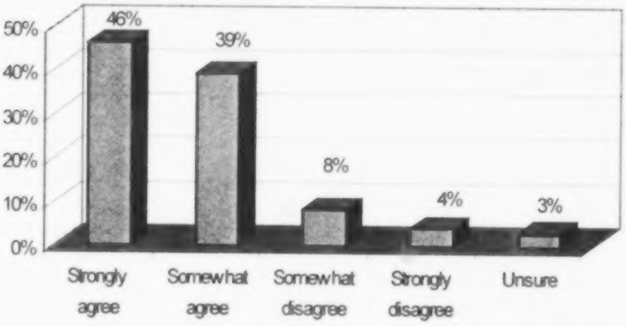
- Agreement levels are consistent with previous results.

Question It is necessary to have a television channel that provides commercial free, non-violent educational children's programming.



- The large majority (90%) of respondents agree that it is necessary to have a television channel that provides commercial free, non-violent educational children's programming; the majority (60%) strongly agree.

Question It is necessary to have a television channel that supports the Saskatchewan school curriculum.

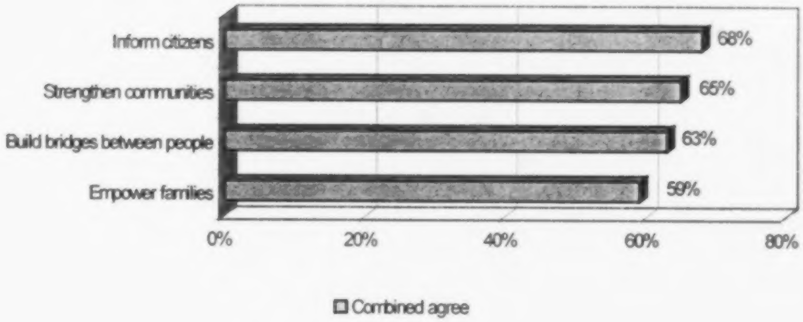


- The large majority of respondents (85%) agree that it is necessary to have a television channel that supports the Saskatchewan school curriculum.

As a public broadcaster SCN believes it is important that our programming educates and promotes understanding between people: young and old, rich and poor, rural and urban.

Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

At SCN we strive to:



- The majority of respondents agree that SCN strives to inform citizens (68%), strengthen communities (65%), build bridges between people (63%) and empower families (59%).
- SCN viewers are more likely than non-viewers to strongly agree with each of the above statements.

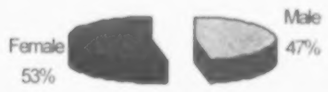
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure
Build bridges between people	31%	32%	4%	2%	31%
Inform Citizens	35%	33%	2%	1%	29%
Strengthen Communities	33%	31%	3%	1%	31%
Empower Families	26%	33%	5%	2%	34%

6 SURVEY DEMOGRAPHICS

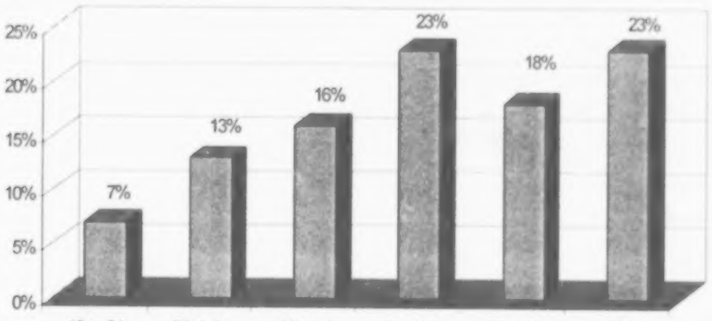
The SCN public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

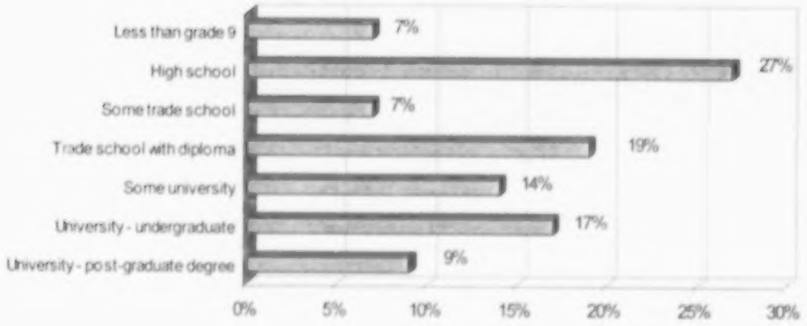
The SCN survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.

Survey sample gender distribution

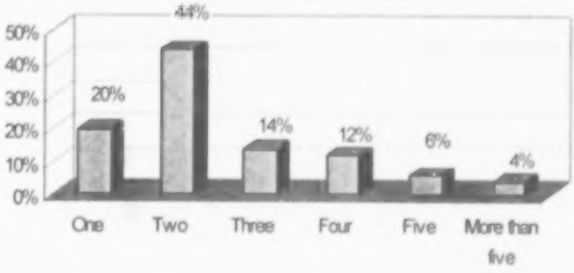


Survey sample age distribution

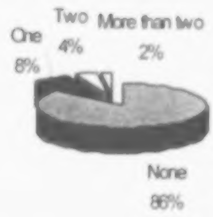




Survey sample education distribution

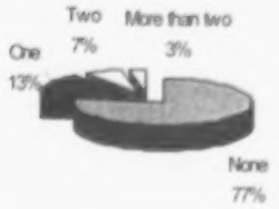


Number of people in household

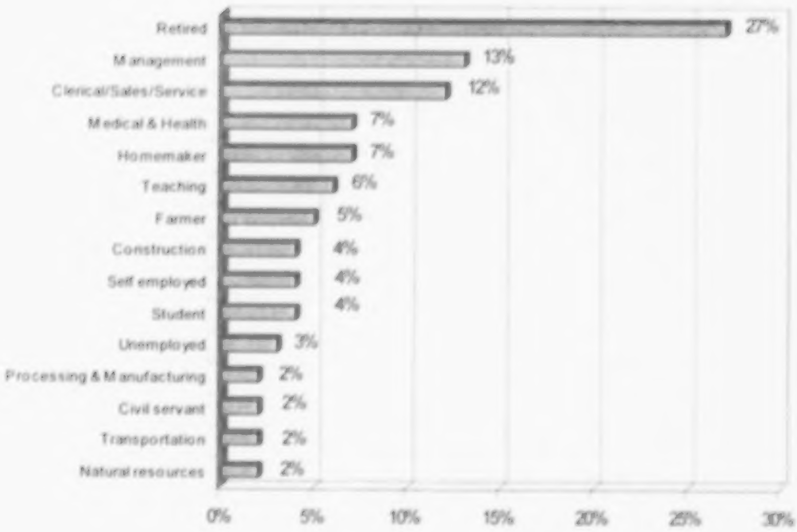


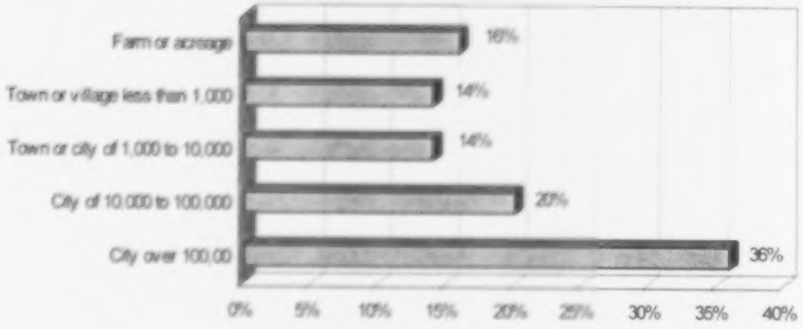
Number of people under age 6

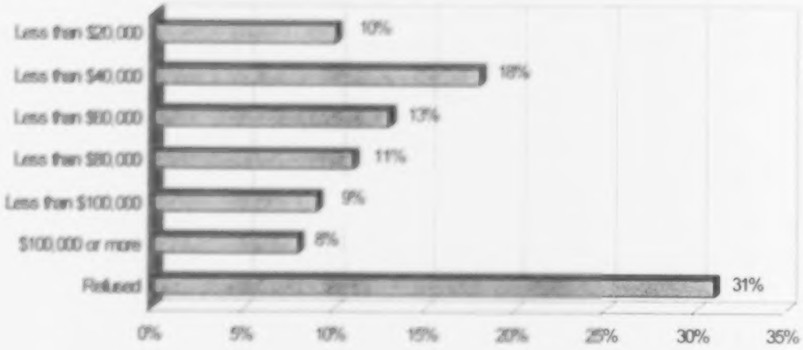
Number of people age 7 to 17



Survey sample occupation distribution




Survey sample residency distribution


Survey sample income distribution

7 SURVEY INSTRUMENT

Hello, this is ________ calling from Fast Consulting a professional public opinion research firm that gathers opinions from people. Today, we are conducting a survey regarding Saskatchewan's Public Broadcaster, SCN. Your responses will help to improve the quality of television programs that SCN provides. Would you have few minutes to participate in the survey?

For the purpose of the survey, we need to talk to someone in your household who is 18 years of age or older. Would that be you?

Yes - Continue
No - Ask for a household member who qualifies. Repeat intro.

PLEASE RECORD - BUT DO NOT ASK. GENDER - WATCH QUOTA - 50/50 SPLIT REQUIRED.

1) Male
2) Female

Screening

Do you, or does a member of your family work in the television or broadcast industries?

Yes – Thank and terminate
No - Continue

Television Viewing Habits

1. Which of the following television services do you currently receive? **(READ LIST. MULTIPLE RESPONSE.)**

   1) Regular Cable TV (GO TO Q2)
   2) Digital Cable TV (GO TO Q2)
   3) Wireless TV (GO TO Q2)
   4) Bell ExpressVu (GO TO Q2)
   5) StarChoice (GO TO Q2)
   6) SaskTel MAX (GO TO Q2)
   7) None of the above – THANK AND TERMINATE
   8) Don't know (GO TO Q2)

2. On average, approximately how many hours do you watch TV each week?

1) Less than 5 hours per week
2) 5-10 hours per week
3) 11-15 hours per week
4) More than 15 hours per week
5) Not Sure

3. How do you usually determine what programs you watch on television? **(READ LIST. ONE RESPONSE ONLY.)**

1) Channel surfing
2) On-screen viewing guide
3) TV listings channel
4) TV Times
5) Newspaper listings
6) Website
7) Other (Please specify)
8) Not Sure

SCN Viewing Habits

4. What channels do you regularly watch? **(DO NOT READ. SELECT MORE THAN ONE. PROMPT ANY OTHERS?)**

1) Global
2) CBC
3) CTV
4) SCN
5) Sports Networks (TSN, Sportsnet, ESPN)
6) American Networks (CBS, ABC, NBC, Fox)
7) PBS
8) Specialty channels (Food, OLN, History, Comedy, Home & Garden, etc.)
9) Music channels (Much music, Much more music, CMT, MTV, etc.)
10) Other (please specify)

5. What programming do you watch on a regular basis? **(READ LIST. SELECT MORE THAN ONE. PROMPT ANY OTHERS?)**

1) Drama series
2) News
3) Public Affairs
4) Arts and Entertainment
5) Movies
6) Science
7) Children's
8) Youth
9) Documentaries
10) Sports
11) Other (please specify)

6. Are you familiar with SCN? (The Saskatchewan Communications Network)

1) Yes
2) No
3) Don't know

SCN was created in 1989 by the Government of Saskatchewan. The SCN Broadcast Network operates on the province's cable, wireless and satellite television systems, and offers educational and cultural programs on a wide variety of topics.

7. Given the above information, how familiar are you with SCN? Are you…

1) …Very familiar
2) …Somewhat familiar
3) …Somewhat unfamiliar
4) …Very unfamiliar
5) Not sure

8. How often do you watch SCN?

1) Often
2) Sometime
3) Seldom (GO TO Q9)
4) Never (GO TO Q9)
5) Don't know (GO TO Q9)

8a. (For the Often and Sometimes) Is that…

1) Daily (GO TO Q10)
2) 3 -5 times per Week (GO TO Q10)
3) 1 – 3 times pre Week (GO TO Q10)

9. Why do you not watch SCN?

    1) record response (GO TO SECTION IV)
    2) unsure/don't know (GO TO SECTION IV)

10. When do you usually watch SCN? **(SELECT MORE THAN ONE. PROMPT ANY OTHER TIMES?)**

    1) Weekday mornings
    2) Weekday afternoons
    3) Weekday evenings
    4) Weekend mornings
    5) Weekend afternoons
    6) Weekend evenings
    7) Don't know/No regular time
    8) No more

11. In general, how would you rate SCN programming? Would you say it is…

    1) …Very good
    2) …Good
    3) …Poor
    4) …Very poor
    5) Not Sure

12. What types of programs do you watch on SCN? **(READ LIST. SELECT MORE THAN ONE. PROMPT ANY OTHERS?)**

    1) Arts & Entertainment
    2) Children
    3) Youth & Teen
    4) Drama
    5) Environment and Nature
    6) Health & Lifestyle
    7) History & Culture
    8) Science & Technology
    9) Social & Political
    10) Not Sure

13. SCN has recently shifted its focus to airing more programs about Saskatchewan and the Prairie and Northern region. Do you support this new direction for SCN?

    1) Yes
    2) No
    3) Don't know

14. Which of the following Made in Saskatchewan TV series have you watched? (**READ LIST**)

1) 100 Saskatchewan Stories
2) Landing
3) Landscape as Muse
4) Middle of Somewhere
5) Art from the Start
6) The Health Show
7) Life Without Borders
8) High School Confidential
9) Long Shadows
10) Agribiz
11) Moccassin Flats
12) renegadepress.com
13) Prairie Night at the Movies
14) SouthWest TV News
15) CBC Regional News repeat broadcast
16) CBC Week In Review hosted by Sandra Batson
17) None of the above

15. Which of the following Made in Saskatchewan specials have you watched? (**READ LIST**)

1) For Love of the Land
2) Canoe Quest
3) Resurrection
4) Under the Skin: Drugs, Demons & Dreams
5) Saturday Night in Saskatchewan
6) Breaking Patterns

16. Do you have a favourite SCN program?

1) Yes → Please specify
2) No
3) Don't know

17. SCN is considering new regional programs for future seasons. Which of the following ideas would you be interested in watching? **(READ LIST)**

1) Shows for families about Education & Literacy
2) A public affairs show about news, views and concerns about Saskatchewan
3) A series about parenting issues with kids
4) A series about the Saskatchewan Economy
5) A series about Cottage Country & year round activities
6) Do It Yourself programming about crafts or home repairs
7) A series on creativity and visual art
8) A nature series about the prairies and the north
9) Prairie Golf Courses and Golf Tips
10) A series on Entrepreneurs and running a successful business
11) A series on life and activities in your retirement years (travel, health etc)
12) A series on sports and recreation
13) A series on aboriginal issues such as health, culture, traditions
14) None of the above

18. Do you have any suggestions for Regional Shows?

1) No
2) Record suggestion

19. SCN has hosts introducing a number of programs. Have you watched?

1) Ken Mitchell introduce Prairie Eye	Yes No
2) Christine Ramsay introduce Prairie Night at the Movies	Yes No
3) Jennifer Miles introduce Shift Perspective	Yes No
4) Andrea Menard introduce Art al a Carte	Yes No

20. Do you think this new direction enhances SCN programming?

1) Yes
2) No
3) Don't know

21. SCN is considering developing a series of public forums or televised town hall meetings on topics that have proven to be of significant interest to the people of Saskatchewan like Substance Abuse, Youth Retention, Saskatchewan's economy and Cultural Diversity. Do you support this type of programming?

1) Yes
2) No (GO TO Q24)
3) Don't know

22. If given the opportunity would you consider participating in this kind of program by being a member of the studio audience or by telephone from your home?

1) Yes
2) No
3) Don't know

23. Do you have any suggestions for Public Forum Topics?

1) No
2) Record suggestion

24. Have you seen or read the SCN Program Guide

1) Yes
2) No/DK (GO TO Q26)

25. Did you find it informative?

1) Yes
2) No
3) Somewhat
4) Not sure/DK

26. Have you visited the SCN website?

1) Yes
2) No/DK (GO TO Q28)

27. Did you find it informative?

1) Yes
2) No
3) Somewhat
4) Not sure/DK

Public Broadcasting

Public broadcasters, such as SCN, rely on public funding and are non-commercial in nature. Commercial broadcasters rely on advertising dollars and audience ratings to operate. A public broadcaster such as SCN can offer quality and relevant programming that might not otherwise be available. For example, SCN has recently launched a number of programs focused specifically on Saskatchewan and the Prairie and Northern region.

28. Given this information, how important do you feel public broadcasting is? Is it...

1) ...Very Important
2) ...Somewhat Important
3) ...Somewhat unimportant
4) ...Not at all Important
5) Not Sure

29. One thing that sets SCN apart from other networks is the fact that it is commercial free. How important is this to you? Is it...

1) ...Very Important
2) ...Somewhat Important
3) ...Somewhat unimportant
4) ...Not at all Important
5) Not Sure

Now I am going to read to you three statements. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. **(ROTATE ORDER READ)**

30. It is necessary to have a television channel that provides a forum for discussion of issues of concern and interest to the people of Saskatchewan and the Prairies and the North.

1) Strongly agree
2) Somewhat agree
3) Somewhat disagree
4) Strongly disagree
5) Not Sure/No opinion

31. It is necessary to have a television channel that provides commercial free, non-violent educational children's programming.

1) Strongly agree
2) Somewhat agree
3) Somewhat disagree
4) Strongly disagree
5) Not sure/No opinion

32. It is necessary to have a television channel that provides kids programming that supports the Saskatchewan school curriculum.

1) Strongly agree
2) Somewhat agree
3) Somewhat disagree
4) Strongly disagree
5) Not sure/No opinion

As a public broadcaster SCN believes it is important that our programming educates and promotes understanding between people: young and old, rich and poor, rural and urban.

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

At SCN we strive to: **(ROTATE ORDER READ)**

33. Build bridges between people

1) Strongly agree
2) Somewhat agree
3) Somewhat disagree
4) Strongly disagree
5) Not Sure/No opinion

34. Inform Citizens

1) Strongly agree
2) Somewhat agree
3) Somewhat disagree
4) Strongly disagree
5) Not Sure/No opinion

35. Strengthen Communities

1) Strongly agree
2) Somewhat agree
3) Somewhat disagree
4) Strongly disagree
5) Not Sure/No opinion

36. Empower Families

1) Strongly agree
2) Somewhat agree
3) Somewhat disagree
4) Strongly disagree
5) Not Sure/No opinion

Demographic Questions

Now I would like to ask you some demographic questions that will assist in classifying your responses. Your responses will be kept confidential.

37. Please stop me when I reach the age category are you in?

1) 18 to 24
2) 25 to 34
3) 35 to 49
4) 50 to 64
5) 65 or over
6) Refused

38. Can you please tell me what your occupation is? **(CHECK CATEGORY THAT BEST CORRESPONDS.)**

1) Management
2) Teaching and related
3) Medical and health
4) Clerical/sales/service
5) Natural resource related
6) Processing & Manufacturing
7) Construction trades
8) Transportation
9) Farmer
10) Homemaker
11) Student
12) Unemployed
13) Retired
14) Self-employed
15) Civil servant

39. How many people currently live in your household?

1) record response

40. How many people in your household are under the age of 6?

2) none
3) record response

41. How many people in your household are between the ages of 7 – 17?

1) none
2) record response

42. What is the highest level of education you have completed?

1) less then grade 9
2) high school
3) some trade school
4) trade school with diploma
5) some university
6) university - undergraduate degree
7) university - postgraduate degree
8) didn't answer/no response

43. Which of the following best describes where you live?

1) A Farm or Acreage
2) A Town or Village of less than 1,000 people
3) A Town or City of 1,000 to 10,000 people
4) A City of 10,000 to 100,000 people
5) A City of over 100,000 people
6) Don't Know
7) Refused

44. Would you say that your total household income before taxes is...

1) Less than $20,000
2) Less than $40,000
3) Less than $60,000
4) Less than $80,000
5) Less than $100,000
6) 100,000 or more
7) Don't Know
8) Refused

If I could please get your first name, in case my supervisor calls back to confirm that the survey was completed in the appropriate manner.

____

Thank you very much for participating in our survey. Have a good day/evening!

Department/Crown commissioning the work:

Saskatchewan Transportation Company (STC)

Date: November 2006

Supplier: Arcas

Cost: $15,720.70

Q01. Have you ridden an STC bus in the past year?

	Frequency	%
1. Yes	145	18.1%
2. No	656	81.9%
Total	801	

Q02. How many times have you used the service?

	Frequency	%
1. One or two times	69	47.3%
2. Three to five times	34	22.7%
3. More then five times	42	30.0%
Total	145	

Q03. What made you decide to use STC services?

	Frequency	%
1. Cost	18	12.2%
2. Convenience	36	24.3%
3. Comfort	1	0.7%
4. Bad weather	12	8.1%
5. Do not drive	27	20.3%
6. No other way to travel available	41	27.7%
88. Other	10	6.8%
Total	145	

Q04. Have you used the service at any time in the past five years?

	Frequency	%
1. Yes	170	26.0%
2. No	486	74.0%
Total	656	

Q04a. How many times have you used the service in the past 5 years?

	Frequency	%
1. One or two times	102	60.1%
2. Three to five times	44	25.4%
3. More then five times	25	14.5%
Total	171	

Q05. Is there a particular reason you have not used the STC in recent times?

	Frequency	%
1. Inconvenience	28	4.4%
2. Costly	12	1.8%
3. Takes to much time	7	1.1%
4. Uncomfortable	1	0.2%
5. Prefer to drive	466	71.2%
6. Do not travel	87	13.2%
88. Other	53	8.1%
Total	654	

Q06. STC has a number of discount programs in place. Could you tell me if you have heard of any of these discounts?

	Frequency	%
1. Way to Go Discount Card	79	9.9%
2. Seniors Gold Card discount	124	15.5%
3. Medical pass discount	114	14.2%
4. Summer Youth Excursions Pass	148	18.5%
5. Regular Seniors discount	260	32.5%
6. Regular Student and children discounts	226	28.2%
7. None of the above	364	45.4%

Q07. Is there a discount which would encourage you to take the bus (more frequently)?

	Frequency	%
1. Yes	116	14.5%
2. No	685	85.5%
Total	801	

Q08. Which of the following amenities on buses would encourage you to use them (more often)?

	Frequency	%
1. Entertainment (such as movies)	295	36.8%
2. Newspapers or magazines	199	24.8%
3. Beverage service (such as coffee, non alcoholic)	198	24.7%
4. More legroom	294	36.7%
5. More headroom	147	18.4%
6. More armroom	215	26.8%
7. Tables	154	19.2%
8. Internet hookups	133	16.6%
88. Other	46	5.7%
98. Not Interested	296	37.0%

Q09. In the past year, have you been made aware of STC programs for fares through advertising?

	Frequency	%
1. Yes	215	26.8%
2. No	586	73.2%
Total	801	

Q09a. What type of advertising?

	Frequency	%
1. Radio	30	14.1%
2. Television	118	55.4%
3. Newspaper	40	18.8%
5. Poster	12	5.6%
6. Brochure	4	1.9%
88. Other	9	4.2%
Total	213	

Q10. Did the advertising make you more inclined or less inclined to use STC services:

	Frequency	%
1. More	71	33.0%
2. Less	5	2.3%
3. Neither	139	64.7%
Total	215	

Q12. How important should it be to people to use a transportation system that is environmentally-friendly?

	Frequency	%
1	6	0.7%
2	1	0.1%
3	5	0.6%
4	5	0.6%
5	52	6.5%
6	43	5.4%
7	77	9.6%
8	166	20.7%
9	133	16.6%
10	297	37.1%
DK	13	1.6%
NA	3	0.4%
Total	801	
Average Score	8.4	

Q13. How environmentally-friendly do you think riding the bus is?

	Frequency	%
1	9	1.1%
2	6	0.7%
3	16	2.0%
4	15	1.9%
5	76	9.5%
6	60	7.5%
7	139	17.4%
8	225	28.1%
9	107	13.4%
10	100	12.5%
DK	45	5.6%
NA	3	0.4%
Total	801	
Average Score	7.4	

Q14. How important is it to you, personally to use an environmentally-friendly transportation system?

	Frequency	%
1	14	1.7%
2	14	1.7%
3	21	2.6%
4	23	2.9%
5	88	11.0%
6	78	9.7%
7	109	13.6%
8	150	18.7%
9	106	13.2%
10	184	23.0%
DK	11	1.4%
NA	3	0.4%
Total	801	
Average Score	7.4	

Q15. Many experts will tell you that riding the bus is the most environmentally-friendly method to travel from one community to another. Would knowing this make you more inclined or less inclined to travel by bus?

	Frequency	%
1. More	364	45.4%
2. Less	28	3.5%
3. Neither	409	51.1%
Total	801	

Q16. STC buses provide a valuable service to Saskatchewan.

	Frequency	%
1. Strongly agree	608	75.9%
2. Somewhat agree	148	18.5%
3. Somewhat disagree	14	1.7%
4. Strongly disagree	11	1.4%
98. No opinion	20	2.5%
Total	801	

Q17. STC receives a yearly subsidy from the government to run the bus line. Taxpayers dollars should be used to subsidize STC.

	Frequency	%
1. Strongly agree	267	33.3%
2. Somewhat agree	294	36.7%
3. Somewhat disagree	82	10.2%
4. Strongly disagree	102	12.7%
98. No opinion	56	7.0%
Total	801	

Q18. STC bus service is important to my community.

	Frequency	%
1. Strongly agree	498	62.2%
2. Somewhat agree	200	25.0%
3. Somewhat disagree	40	5.0%
4. Strongly disagree	34	4.2%
98. No opinion	29	3.6%
Total	801	

Q19. People should have to pay more for tickets to make STC pay for itself, even if that means doubling or tripling the ticket costs?

	Frequency	%
1. Strongly agree	56	7.0%
2. Somewhat agree	107	13.4%
3. Somewhat disagree	179	22.3%
4. Strongly disagree	420	52.4%
98. No opinion	39	4.9%
Total	801	

Q20. STC should compete aggressively with private-sector charter companies and private sector freight and trucking companies to earn more money?

	Frequency	%
1. Strongly agree	224	28.0%
2. Somewhat agree	309	38.6%
3. Somewhat disagree	90	11.2%
4. Strongly disagree	108	13.5%
98. No opinion	70	8.7%
Total	801	

Q21. Why is STC service valuable or important to you?

	Frequency	%
1. Cost	17	2.1%
2. Reliable	81	10.1%
3. Safe	42	5.2%
4. Only mode of transportation	87	10.9%
88. Other	131	16.4%
98. NA (do not use service)	443	55.3%
Total	801	

Q22. In which of the following age groups do you belong?

	Frequency	%
18-25	90	11.2%
26-34	91	11.4%
35-44	149	18.6%
45-59	256	32.0%
60 or over	209	26.1%
Refused	6	0.7%
Total	801	

Q23. Which category would your household income belong?

	Frequency	%
Less than $20,000	77	9.6%
Less than $30,000	57	7.1%
Less than $40,000	63	7.9%
Less than $50,000	63	7.9%
Less than $60,000	58	7.2%
Less than $70,000	52	6.5%
Less than $80,000	30	3.7%
Less than $100,000	58	7.2%
$100,000 and over	69	8.6%
98. DK/NA	15	1.9%
99. Refused	259	32.3%
Total	801	

Gender

	Frequency	%
Male	301	37.6%
Female	499	62.3%
Unknown	1	0.1%
Total	801	

Urban/Rural

	Frequency	%
Urban	598	74.7%
Rural	203	25.3%
Total	801	

Department/Crown commissioning the work:

Environment

Date:	October 2006
Supplier:	Points West Consulting Inc. Regina
Cost:	$18,972.00

I. Methodology

Points West Consulting Inc. and Norsask Consumer Interviewing Services were commissioned by Saskatchewan Environment to conduct a **Fire Safety Awareness Survey** among Saskatchewan residents.

The survey project had a number of specific objectives:

- To measure the public's awareness of a series of wildfire safety-related issues
- To measure the public's awareness of recent wildfire safety messages, as well as prevention and educational initiatives sponsored by Saskatchewan Environment
- To measure whether prevention and educational activities related to wildfire safety have resulted in the public *taking action* to reduce wildfire risk and to increase their preparedness for dealing with wildfires

A 41-question Telephone Survey was completed using a Computer-Assisted Telephone Interviewing system (CATI), with a randomly selected sample of Saskatchewan respondents 18 years of age and over. The interviews were conducted between *September 19 and September 26, 2006*.

601 respondents, divided between five geographic regions according to each region's proportion of the provincial population, constituted the Provincial survey respondents.

Provincial Geographic Regions

Region	Description	Number of Respondents	Percentage of Respondents
South	All residents south of a line from near Lloydminster in the West, to near Kamsack in the East	486	80.9%
North West	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from the Alberta border in the West, to the western edge of Prince Albert National Park in the East	21	3.5%
North Central	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from the western edge of Prince Albert National Park in the West, to a line running through the Tobin Lake region in the East	54	9%
North East	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from a line running through the Tobin Lake region in the West, to the Manitoba border in the East	20	3.3%
Far North	All land north of a line approximating the northern limit of surveyed land covering rural municipalities, from the Alberta border in the West, to the Manitoba border in the East	20	3.3%

An over sample of 199 respondents was called within the **Forest Fringe Region** of Saskatchewan (the North West, North Central and North East Regions). These 199 respondents were combined with the 95 Forest Fringe respondents included within the provincial sample, to provide a total of 294 respondents from the **Forest Fringe** area for reporting purposes.

Forest Fringe Geographic Regions

Region	Description	Number of Respondents	Percentage of Respondents
North West	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from the Alberta border in the West, to the western edge of Prince Albert National Park in the East	62	21.1%
North Central	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from the western edge of Prince Albert National Park in the West, to a line running through the Tobin Lake region in the East	169	57.5%
North East	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from a line running through the Tobin Lake region in the West, to the Manitoba border in the East	63	21.4%

A survey sample of 601 respondents within the Saskatchewan population, produces survey results with a Margin of Error of **+/-4%** to a 95% Confidence Level. A survey sample of 294 respondents within the Saskatchewan population, produces survey results with a Margin of Error of **+/-5.7%** to a 95% Confidence Level.

The survey results were reviewed and analyzed against a series of demographic and geographic variables, which included:

- Age
- Community Size
- Gender
- Geographic Region (South, North West, North Central, North East and Far North)
- High-Speed Internet Access
- Household Income

II. Executive Summary

- 74% of *Provincial* respondents and 75.9% of *Forest Fringe* respondents use fire for recreational purposes (such as building campfires)

- When asked what actions they take to ensure their campfires are safe, both *Provincial* and *Forest Fringe* respondents list the same top four steps:

    - Build in Existing Barbeque or Fire Pits
    - Keep Water Handy
    - Build Fire on Dirt/Sand/Rocks
    - Clear Away Debris

- When asked what steps they take to ensure their campfires are out, both *Provincial* and *Forest Fringe* respondents list the same top four steps:

    - Drown Fire in Water
    - Watch until Fire is Out
    - Float and Stir Coals
    - Cover Fire with Dirt/Sand

- 26.2% of *Provincial* respondents and 36.9% of *Forest Fringe* respondents engage in one or more constructive uses of fire related to their home, cottage or place of work

- When asked what *types* of fires require Provincial Burning Permits, *Provincial* respondents list the following top four suggestions:

    - Burning of Stubble or other Crop Residue
    - Burning of Grass in Ditches and/or Sloughs
    - All Open Fires
    - Campfires

- When asked what *types* of fires require Provincial Burning Permits, *Forest Fringe* respondents list the following top four suggestions:

    - Burning of Stubble or other Crop Residue
    - All Open Fires
    - Burning of Grass in Ditches and/or Sloughs
    - Campfires

- When asked *where* Provincial Burning Permits are required, *Provincial* respondents list the following top four suggestions:

    - Parks
    - With 4.5 kilometers of a Provincial Forest
    - Near Forests (General)
    - Cities/Towns

- When asked *where* **Provincial Burning Permits** are required, *Forest Fringe* respondents list the following top four suggestions:
    - Within 4.5 Kilometers of a Provincial Forest
    - Parks
    - Anywhere
    - Province-wide
- When asked what *time of year* **Provincial Burning Permits** are required, *Provincial* respondents list the following top four suggestions:
    - Summer
    - Fall
    - Spring
    - April 1 to October 1
- When asked what *time of year* **Provincial Burning Permits** are required, *Forest Fringe* respondents list the following top four suggestions:
    - April 1 to October 31
    - Summer
    - Spring
    - Fall
- When asked which *agency* issues **Provincial Burning Permits**, 31.6% of *Provincial* respondents and 49.8% of *Forest Fringe* respondents list **Saskatchewan Environment** in one form or another (Using the Terms: DNR, Sask. Environment, SERM and Forest Protection Branch)
- 18.4% of *Provincial* respondents and 42.1% of *Forest Fringe* respondents say they own a residence, cottage or business in or near **forested lands** in central or northern Saskatchewan
- 48.7% of *Provincial* respondents and 47.9% of *Forest Fringe* respondents who own property in or near forested lands say **all** of their property is **insured**
- 36.9% of *Provincial* respondents (+12.4% from March, 2006) and 39.5% of *Forest Fringe* respondents (+12.4% from March, 2006) who own property in or near forested lands have seen or heard **information** recently about how to **protect their property** or **business from the risk of wildfires**
- 53.7% of the *Provincial* respondents (+18.2% from March, 2006) and 38.1% of the *Forest Fringe* respondents (-5.8% from March, 2006) had seen or heard this information about how to protect their property from the risk of wildfires in **news reports**
- 47.9% of the *Provincial* respondents (+22% from March, 2006) and 53% of the *Forest Fringe* respondents (+24% from March, 2006) had seen or heard this information about how to protect their property from the risk of wildfires in **advertisements**

- When asked what steps they've taken to reduce the risk of wildfire to their property, both *Provincial* and *Forest Fringe* respondents listed the same top four:
    - Clear Brush and Debris
    - Build Fire Breaks and Fire Guards
    - Keep Water Handy
    - More careful (General)

- When asked what conditions they take into account when lighting a fire, *Provincial* respondents listed the following top four considerations:
    - Wind Speed
    - Wind Direction
    - Weather Conditions
    - Relative Humidity

- When asked what conditions they take into account when lighting a fire, *Forest Fringe* respondents listed the following top four considerations:
    - Wind Speed
    - Wind Direction
    - Relative Humidity
    - Weather Conditions

- When asked who they think is responsible for the cost of putting out wildfires caused by humans, both *Provincial* and *Forest Fringe* respondents listed the same top four suggestions:
    - Provincial Government
    - Whoever Starts the Fire
    - Taxpayers
    - Local Government/RM

- When asked to list the first action they would take upon discovering a wildfire, both *Provincial* and *Forest Fringe* respondents had the same top four suggestions:
    - Report the Fire
    - Try to Put the Fire Out
    - Evacuate or Get Away from the Area of the Fire
    - Go for Help

- When asked to whom they would report a wildfire, *Provincial* respondents had the following top four suggestions:
    - 9-1-1
    - Local Fire Department
    - Local Police or RCMP Detachment
    - DNR

- When asked to whom they would report a wildfire, *Forest Fringe* respondents had the following top four suggestions:
    - 9-1-1
    - Local Fire Department
    - SERM
    - Local Police or RCMP Detachment

- *Forest Fringe* respondents were *more likely* than their *Provincial* counterparts to say that they would **report** a wildfire to **Saskatchewan Environment** (21.4% vs. 9.5%), using the terms: DNR, SERM, and Sask. Environment

- When asked where they would go to **access general information about wildfire safety**, *Provincial* respondents had the following top four suggestions:
    - Website
    - Fire Department
    - Parks
    - DNR

- When asked where they would go to **access general information about wildfire safety**, *Forest Fringe* respondents had the following top four suggestions:
    - Website
    - Fire Department
    - SERM
    - Forest Protection Branch

- *Forest Fringe* respondents were *much more likely* than their *Provincial* counterparts to say they would access wildfire safety information through **Saskatchewan Environment**, 41.9% vs. 24.5%. The terms DNR, SERM, Forest Protection Branch and Sask. Environment were all used by these respondents

- 64.1% of *Provincial* respondents (+13.9% from March, 2006) and 69.5% of *Forest Fringe* respondents (+8.8% from March, 2006) recall seeing or hearing the Saskatchewan Environment Fire Awareness Message: **"Be Prepared...Don't Let Your Fire Go Wild"**, during the past year

- 48.3% of *Provincial* respondents (+9.4% from March, 2006) and 45.1% of *Forest Fringe* respondents (+9.7% from March, 2006) recalled seeing the **Saskatchewan Environment Television advertisement** with this wildfire safety message, during the past year

- 5.8% of *Provincial* respondents and 7.7% of *Forest Fringe* respondents have had a household member visit the **Saskatchewan Environment Website** to look for information about wildfires

III. Recreational Use

The survey began by asking respondents whether they use fire for recreational purposes, such as building campfires. Chart 1 shows 74% of respondents from across the province do use fire for recreational purposes, such as building campfires.

Chart 1

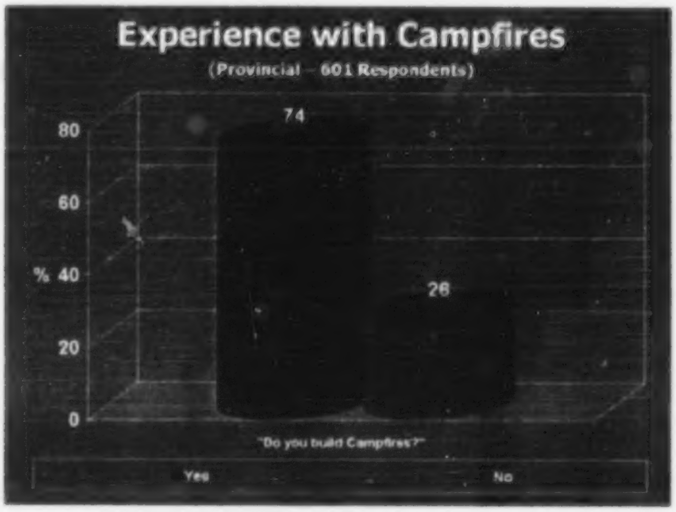
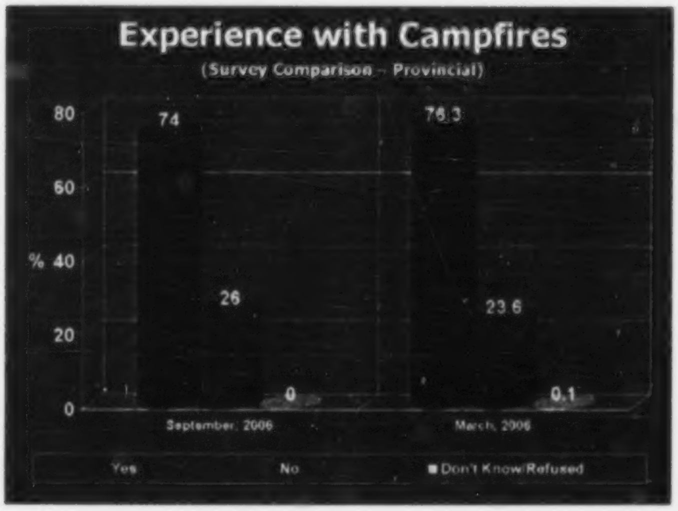


Chart 2 compares the results of the *September, 2006 Fire Awareness Survey*, to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows no statistically significant variation between the two surveys on this question.

Chart 2



Throughout this report, demographic sub-groups, which varied significantly from the Total Sample response, will be displayed in **Demographic Variance** Charts. On these charts, the Total Sample response will always be displayed in an orange-colored column. To the left of the Total Sample response will be any demographic sub-groups, which were significantly *less likely* than the Total Sample to agree with that point of view. To the right of the Total Sample response will be any demographic sub-groups, which were significantly *more likely* than the Total Sample to agree with that point view. The first of these **Demographic** Variance Charts appears below.

Chart 3 shows survey respondents 65 Years of Age and Older were the *least likely* of all to say they build campfires (42.9% vs. 74% for the Total Sample). At the other end of the scale, respondents with an annual Household Income level of $100,000 or more were the *most likely* of all to say they build campfires (89.7% vs. 74% for the Total Sample).

Chart 3

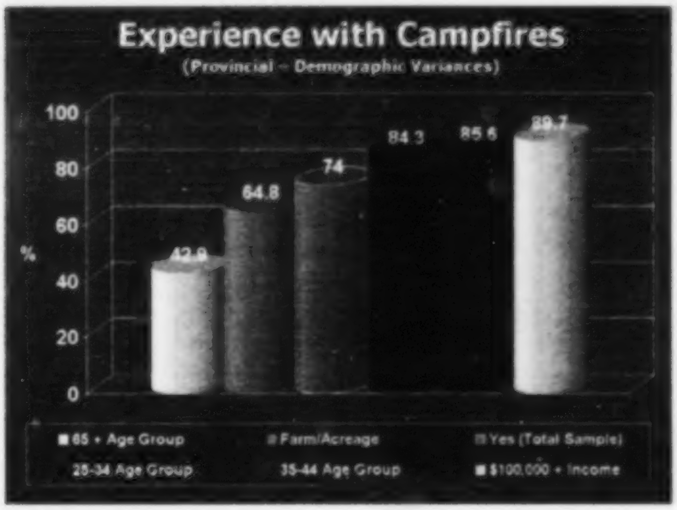


Chart 4 shows 75.9% of all survey respondents from the *Forest Fringe* area of the province said they build campfires.

Chart 4

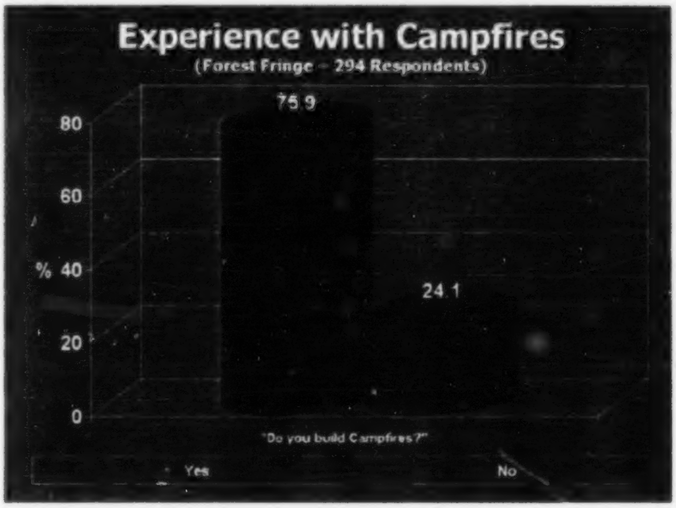


Chart 5 compares the results of the *September, 2006 Fire Awareness Survey*, to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows no statistically significant variations between the two surveys, with respect to experience building campfires.

Chart 5

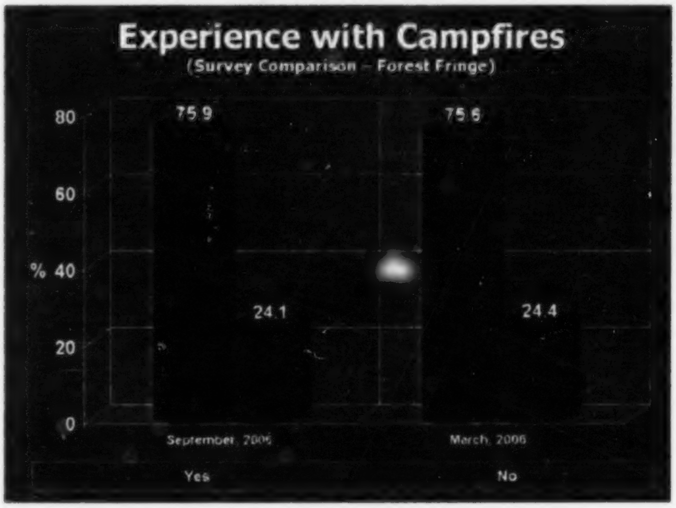
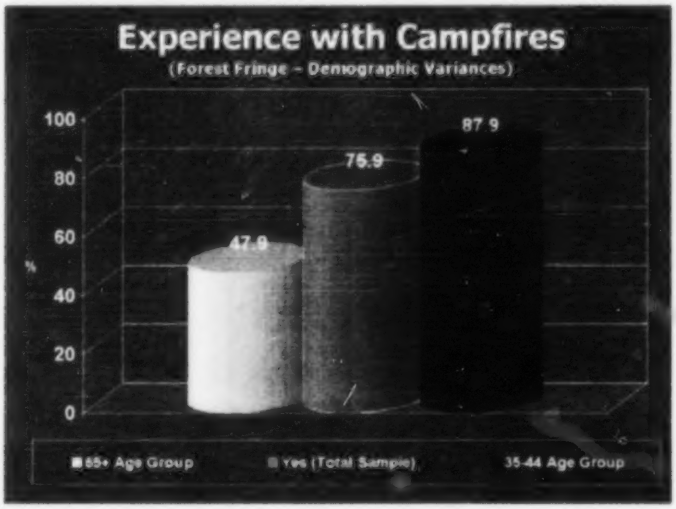


Chart 6 shows Forest Fringe survey respondents 65 Years of Age and older were the *least likely* of all to say they build campfires (47.9% vs. 75.9% for the Total Sample). At the other end of the scale, respondents in the 35 to 44 Age Group were the *most likely* of all to say they build campfires (87.9% vs. 75.9% for the Total Sample).

Chart 6



The 444 *Provincial* respondents who said they build campfires were asked to explain what they do to ensure their campfire remains **safe**. Respondents were prompted to provide up to three responses, therefore the percentages reported will total more than 100%. Chart 7 shows 60.9% of all *Provincial* respondents said they keep their campfires safe by building the fire in *Existing Barbeque or Fire Pits.*

Chart 7

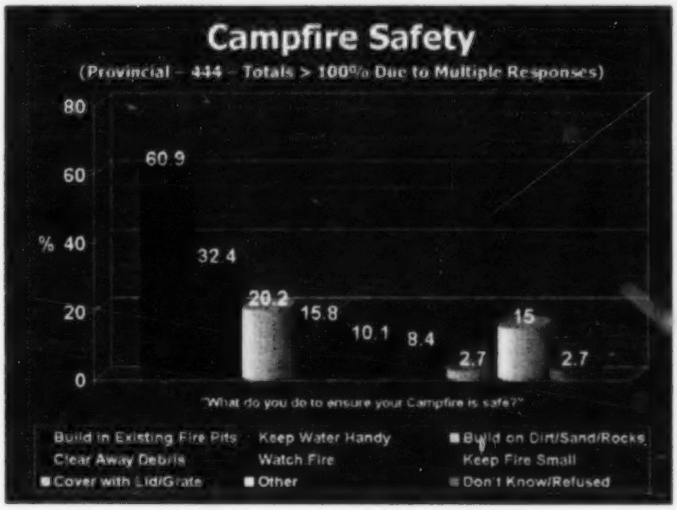


Chart 8 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows a decrease in the percentage of respondents who said they keep their campfires safe by: *Building in Existing Fire Pits; Building on Dirt, Sand or Rocks; and by Watching the Fire.*

Chart 8

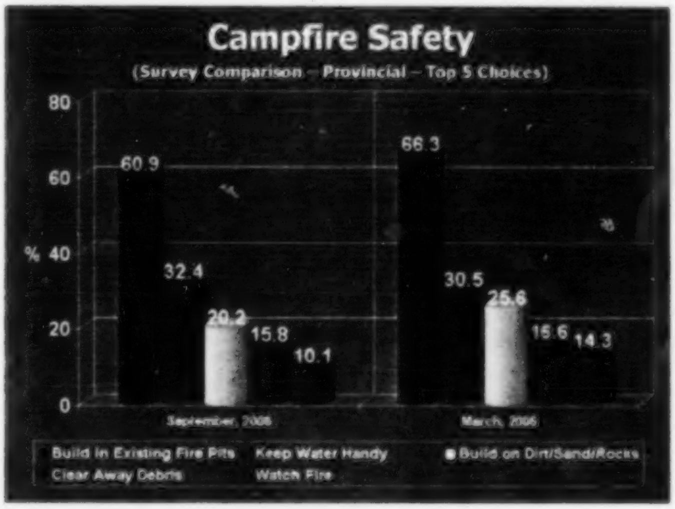


Chart 9 shows the 223 *Forest Fringe* respondents who build campfires had similar responses as their Provincial counterparts, when it came to listing ways to keep campfires safe. 63% of all *Forest Fringe* respondents said they keep their campfires safe by building the fire in *Existing Barbeque or Fire Pits*.

Chart 9

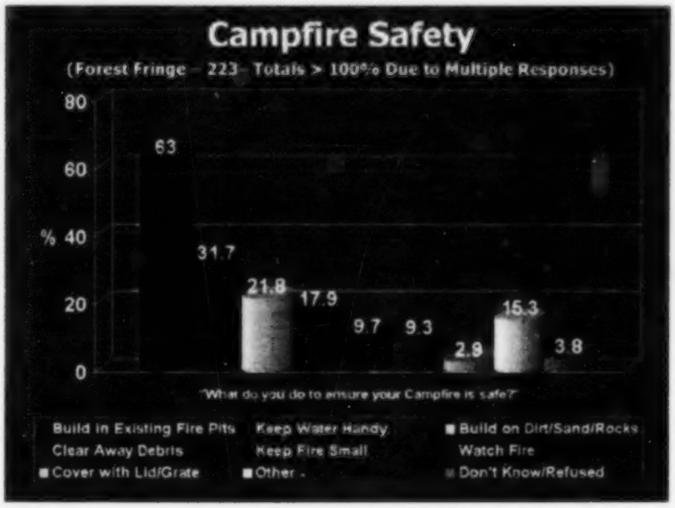
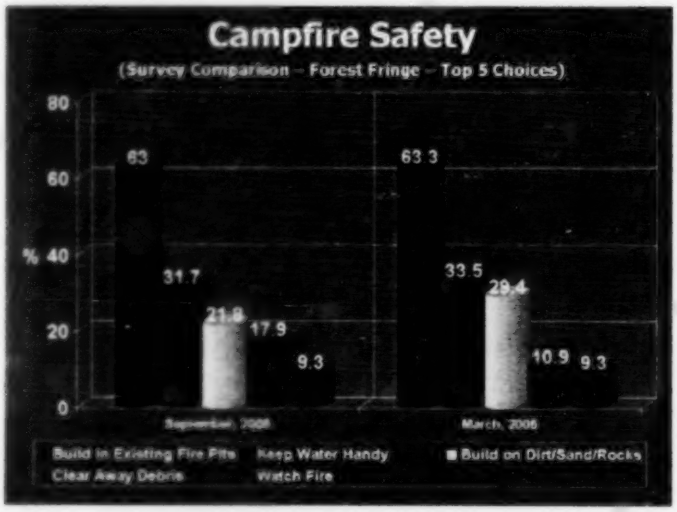


Chart 10 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows a significant decrease (-7.6%) in the percentage of respondents who said they Build their fire on *Dirt, Sand or Rocks*, and a significant increase (+7%) in the percentage of respondents who say they *Clear Away Debris* to keep their campfires safe.

Chart 10



The 444 *Provincial* respondents who build campfires were asked to list the steps they take to ensure their campfire is out. Chart 11 shows 87.7% of these respondents said they *Drown the Fire in Water*. 19.7% said they *Watch until the Fire is Out*, while 16.9% said they *Float and Stir the Coals* to ensure their campfire is out.

Chart 11

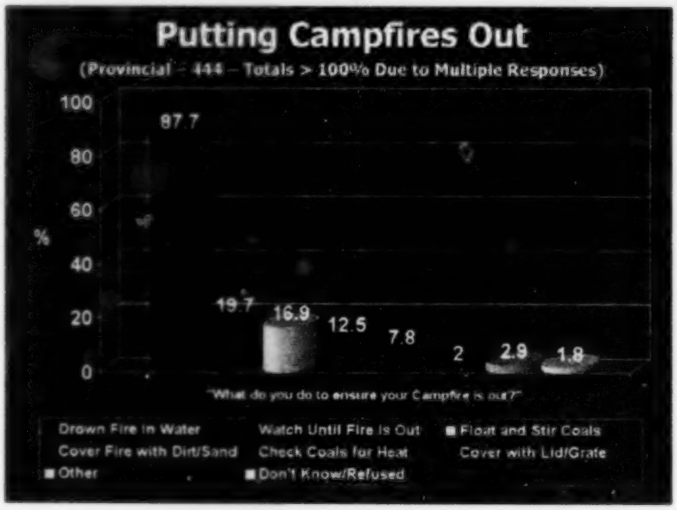


Chart 12 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-7.2%) in the percentage of respondents who say they *Watch until the Fire is Out*.

Chart 12

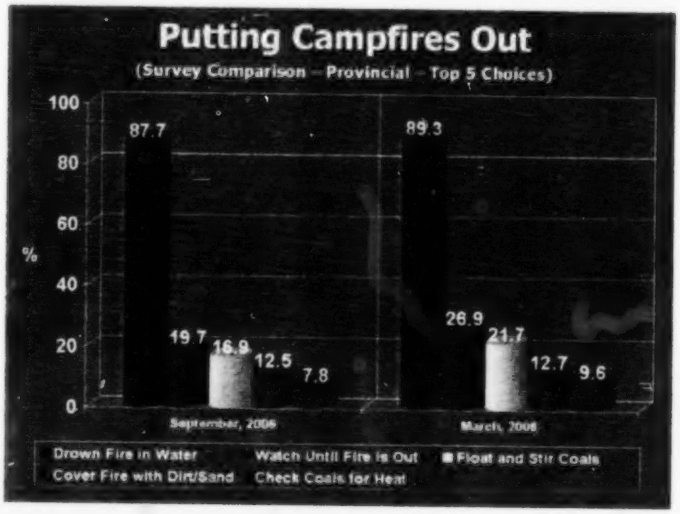


Chart 13 shows *Forest Fringe* respondents are very similar to Provincial respondents in listing the steps they take to ensure that their campfires are out.

Chart 13

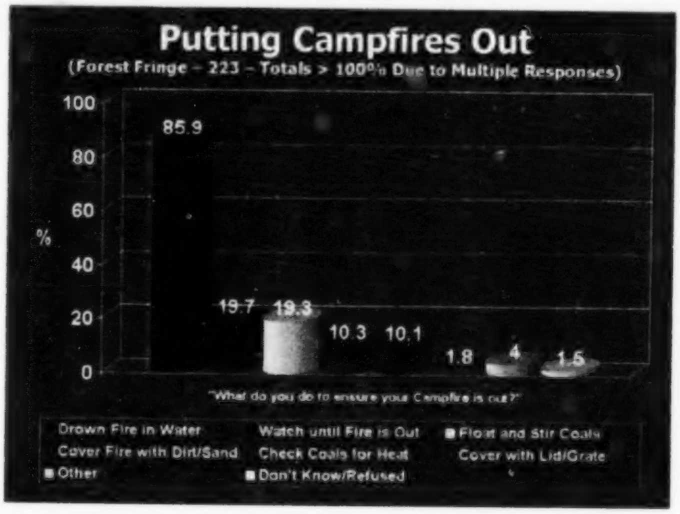
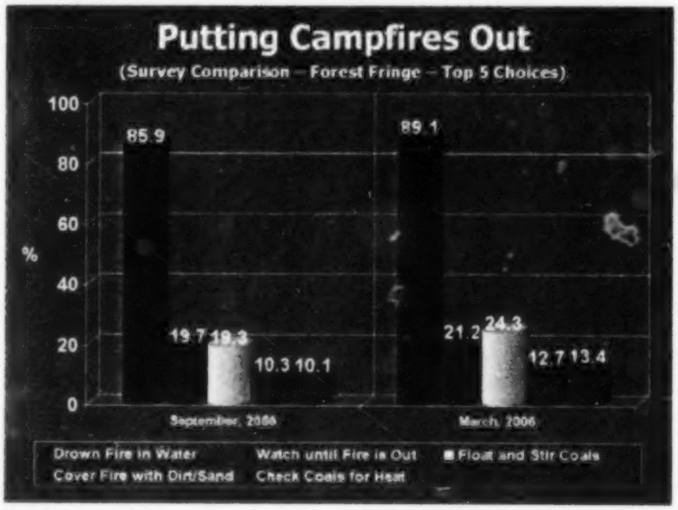


Chart 14 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-5%) in the percentage of Forest Fringe respondents who said they *Float and Stir Coals* to ensure that their campfire is out.

Chart 14



IV. Constructive Use

The next series of questions asked respondents about their constructive use of fire for activities related to their work, and clean-up activities around properties such as homes and cottages. Chart 15 shows 13.1% of *Provincial* respondents use fire to clean up around their *residence*. 7% use fire for activities related to their *work*, and 6.1% say they use fire at their *cottage*.

Chart 15

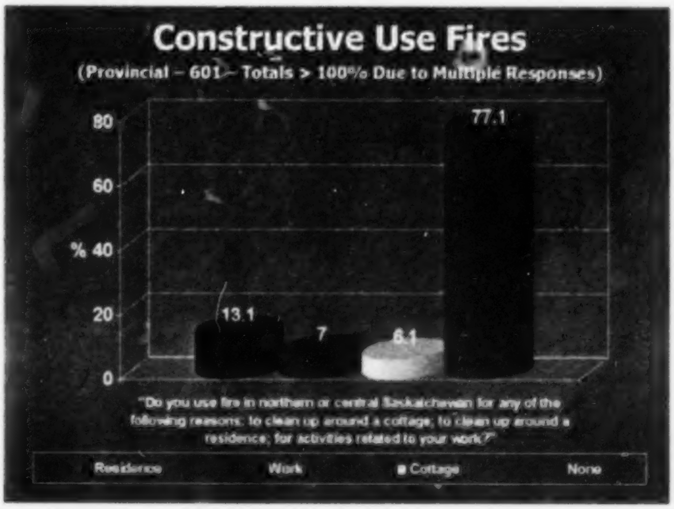


Chart 16 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows no statistically significant variations between the surveys on this question.

Chart 16

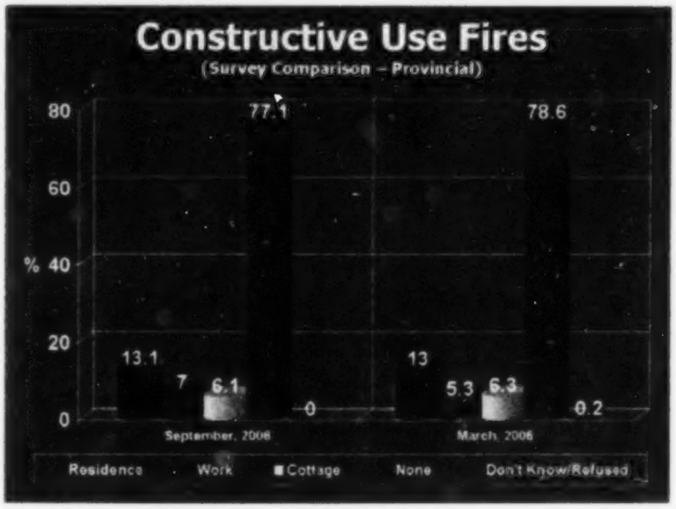


Chart 17 shows respondents from communities of more than 30,000 Population were the *least likely* of all to say they used fire for constructive activities (14.3% vs. 26.2% for the Total Sample). At the other end of the scale, Farm and Acreage residents were the *most likely* of all respondents to say they used fire for constructive activities related to their work, residence or cottage (45.8% vs. 26.2% for the Total Sample).

Chart 17

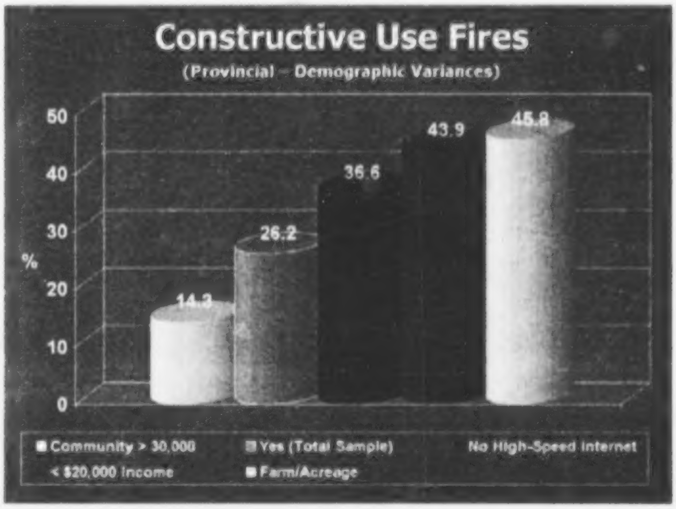


Chart 18 shows 19% of the *Forest Fringe* respondents use fire for clean-up activities around their *residence*. 11.2% of these respondents use fire at their *work*, and 6.7% use fire in and around their *cottage*. In total, 36.9% of the *Forest Fringe* survey respondents use fire for one or more of the constructive use activities listed.

Chart 18

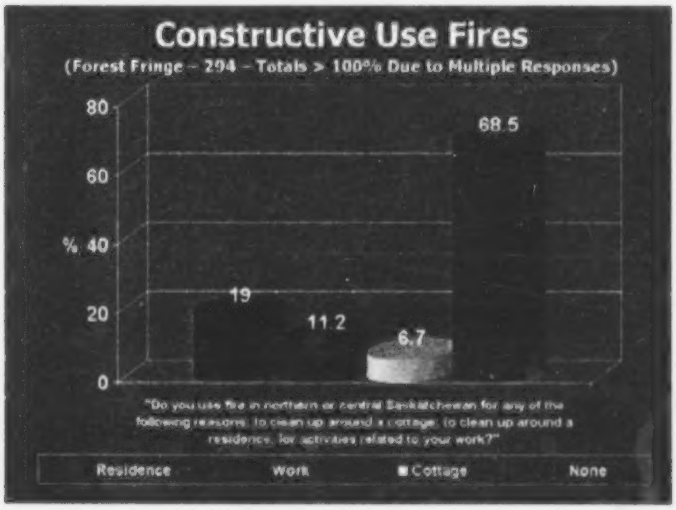


Chart 19 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-4.2%) in the percentage of *Forest Fringe* respondents who say they use fire for one or more of the constructive activities listed.

Chart 19

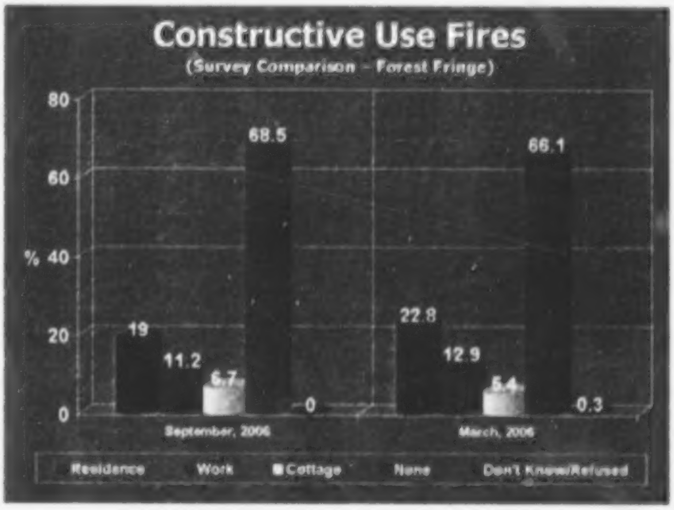
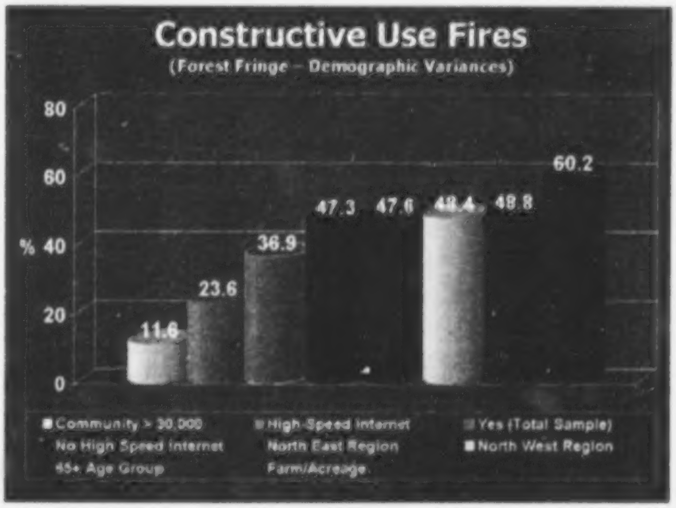


Chart 20 shows respondents from Communities with more than 30,000 Population were the *least likely* of all to say that they used fire for constructive activities. At the other end of the scale, respondents from Farms and Acreages were the *most likely* to say they engaged in one or more of these activities.

Chart 20



Provincial respondents with constructive fire use experience were asked about their knowledge of Burning Permits. Specifically, they were asked what types of fires require Provincial Burning Permits. Because respondents were allowed to list more than one fire type, their responses will total in excess of 100%. Chart 21 shows 11.9% of these respondents suggested Provincial Burning Permits are required for *Burning Stubble.*

Chart 21

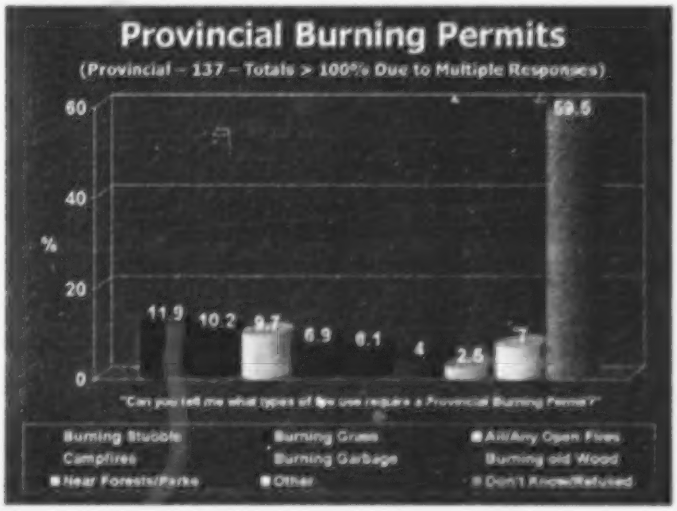


Chart 22 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-4.6%) in the percentage of Provincial respondents listing *All/Any Open Fires* as requiring Provincial Burning Permits.

Chart 22

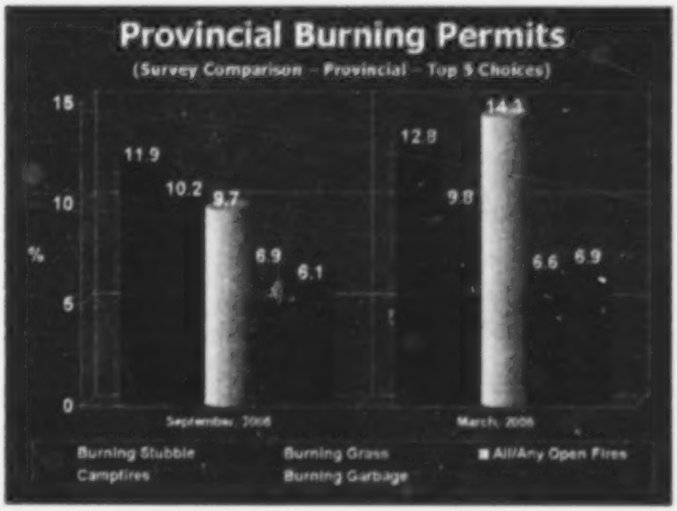


Chart 23 shows 24.2% of the 93 *Forest Fringe* respondents with constructive fire use experience listed *Burning Stubble* as an activity requiring Provincial Burning Permits. 16.1% of these respondents said permits were required for *All/Any Open Fires*.

Chart 23

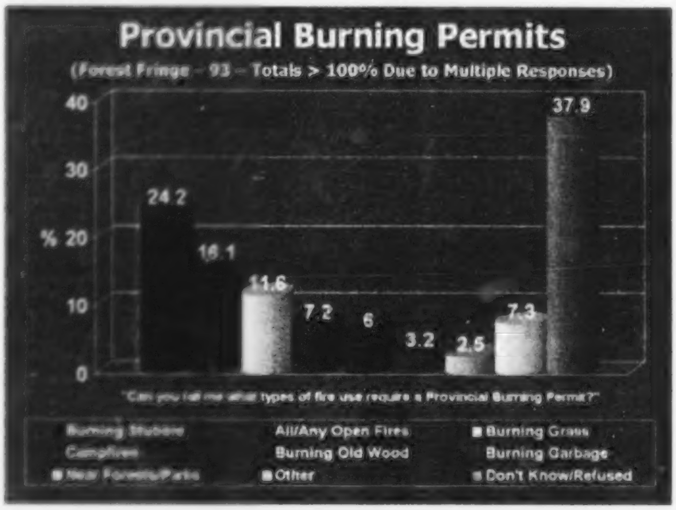
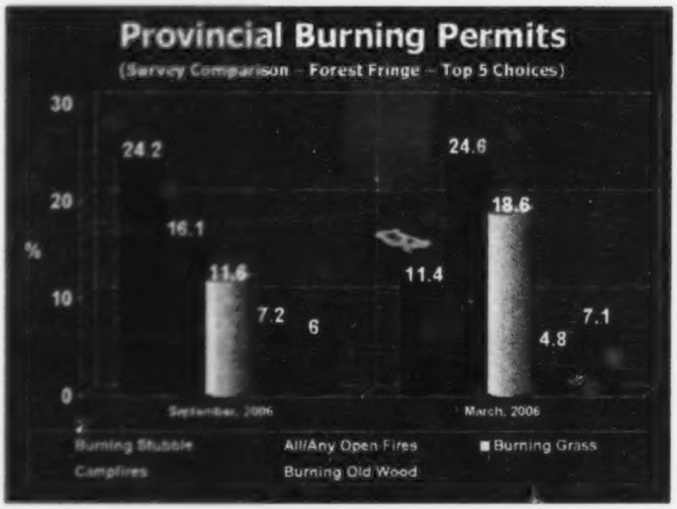


Chart 24 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows an increase (+12.8%) in the percentage of respondents listing *Burning Stubble* as requiring a Provincial Burning Permit. The comparison also shows a decrease in the percentage of *Forest Fringe* respondents saying permits are required for *All/Any Open Fires* (-8.5%) and *Burning Grass* (-7%).

Chart 24



The 137 *Provincial* respondents with constructive fire use experience were also asked where Provincial Burning Permits are required. Chart 25 shows 24.6% of these respondents suggested burning permits are required for all fires within *Parks*.

Chart 25

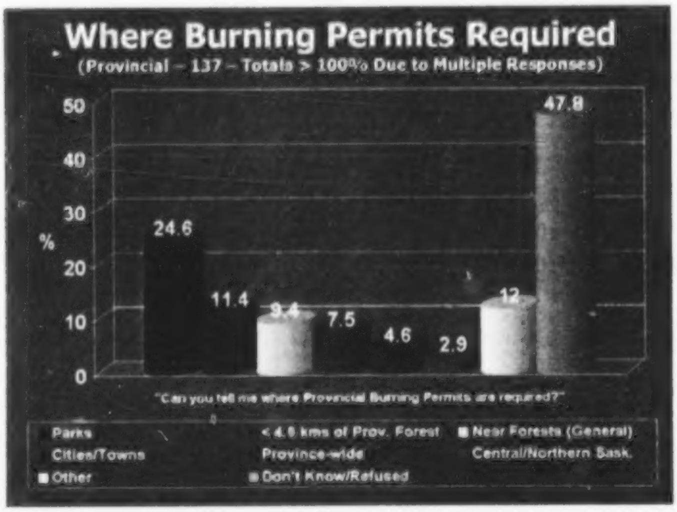


Chart 26 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-6.2%) in the percentage of respondents listing *Parks* as requiring a **Provincial Burning Permit** and a decrease (-5.9%) in the percentage of respondents saying permits are required when burning near *Cities/Towns*.

Chart 26

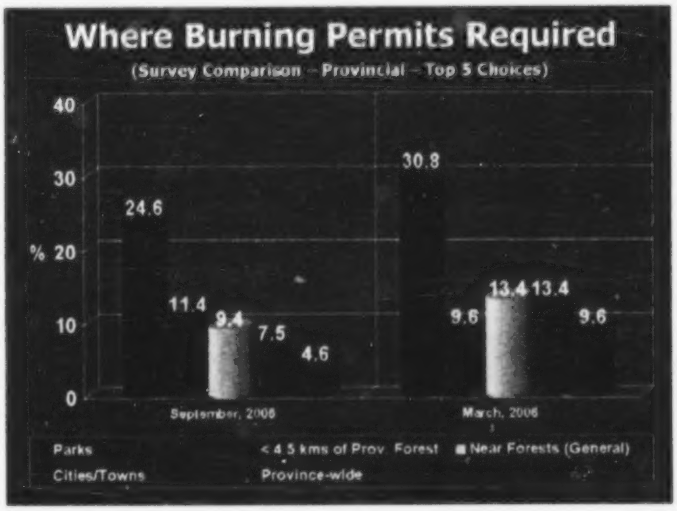


Chart 27 shows 27.1% of *Forest Fringe* respondents with constructive fire use experience say Provincial Burning Permits are required within *4.5 kilometres of Provincial Forests*, while 12.9% say permits are required for fires near *Parks*.

Chart 27

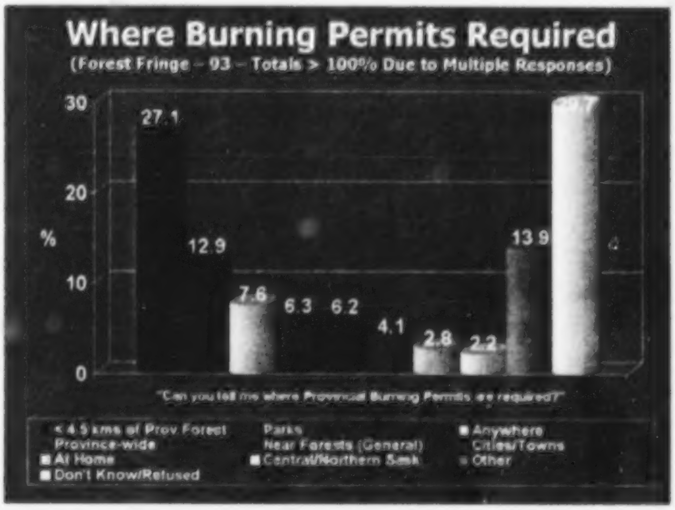
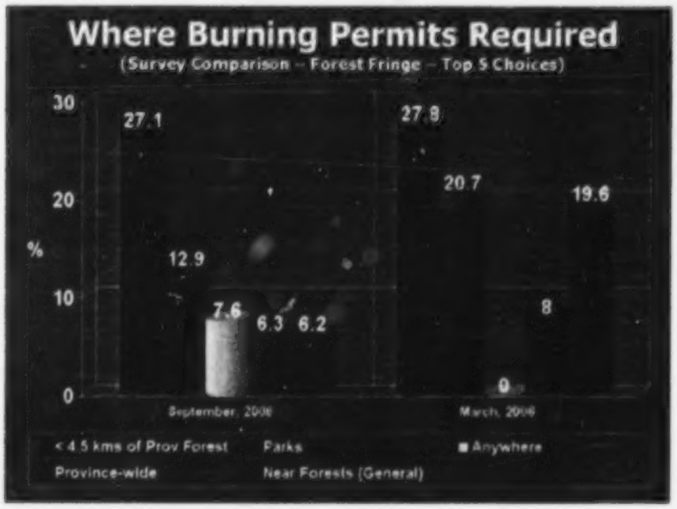


Chart 28 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows significant variations between the two surveys with respect to *Parks*, *Anywhere* and *Near Forests (General)* as places where a Provincial Burning Permit is required.

Chart 28



Next respondents were asked when Provincial Burning Permits are required. Chart 29 shows 23.2% of *Provincial* respondents with constructive fire use experience say burning permits are required in the *Summer*, while 18% suggest permits are required in the *Fall*.

Chart 29

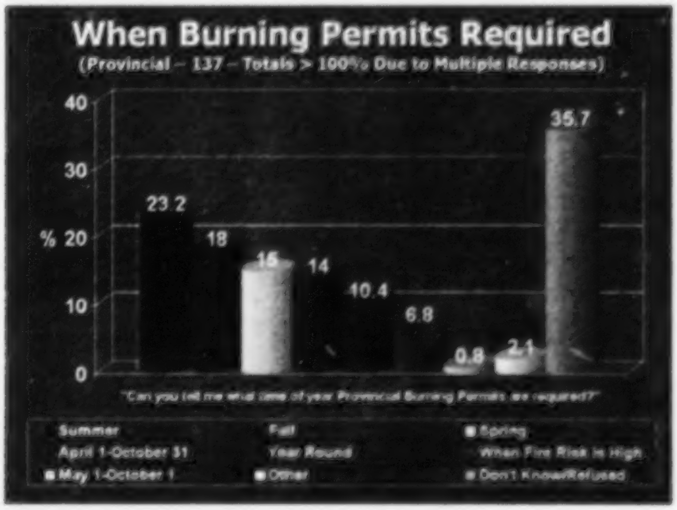


Chart 30 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows decreases in the percentage of *Provincial* respondents who say permits are required in the *Summer* (-9.2%) as well as those who say permits are required *Year Round* (-7.6%).

Chart 30

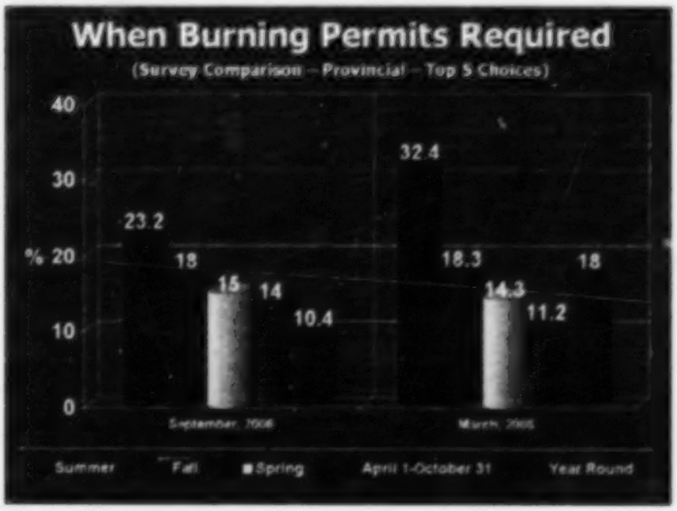


Chart 31 shows 22.7% of *Forest Fringe* respondents suggested that permits are required from *April 1 to October 31*, while an almost equal number (22.6%) said the permits were required in the *Summer*.

Chart 31

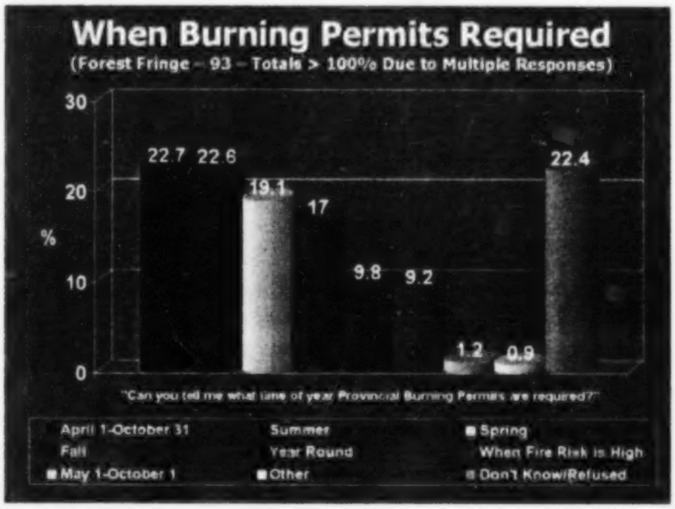


Chart 32 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows no statistically significant variations between the two surveys on this question.

Chart 32

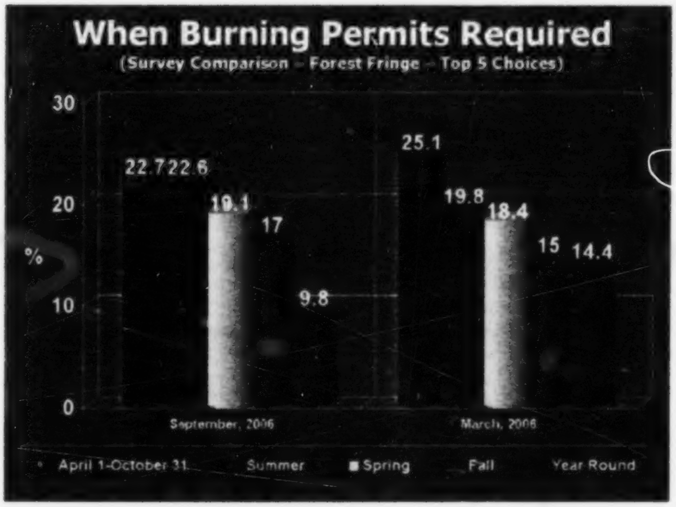


Chart 33 shows 13.4% of the *Provincial* respondents with constructive fire use experience suggested *Local Governments* were the agency that issues **Provincial Burning Permits**. In total, 31.6% of these respondents named *Saskatchewan Environment* in some form as the issuer of Provincial Burning Permits (Using the terms: Forest Protection Branch, DNR, SERM and Saskatchewan Environment).

Chart 33

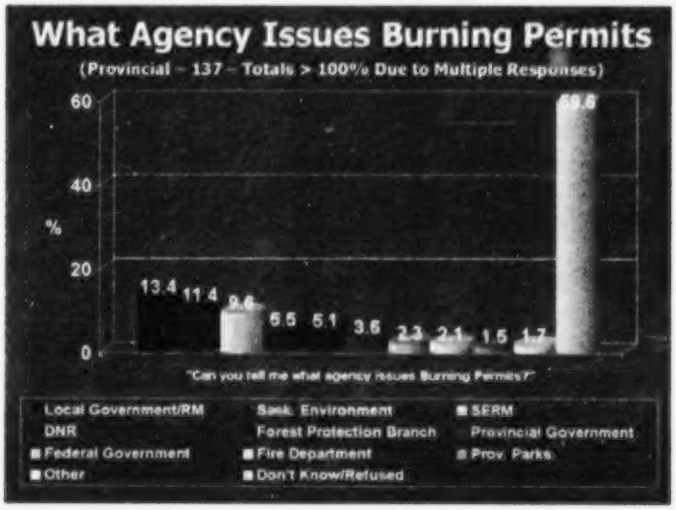


Chart 34 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+4.2%) in the percentage of respondents listing *Saskatchewan Environment* as the agency that issues Provincial Burning Permits and a decrease (-5.9%) in the percentage of respondents naming the *Forest Protection Branch* as the agency.

Chart 34

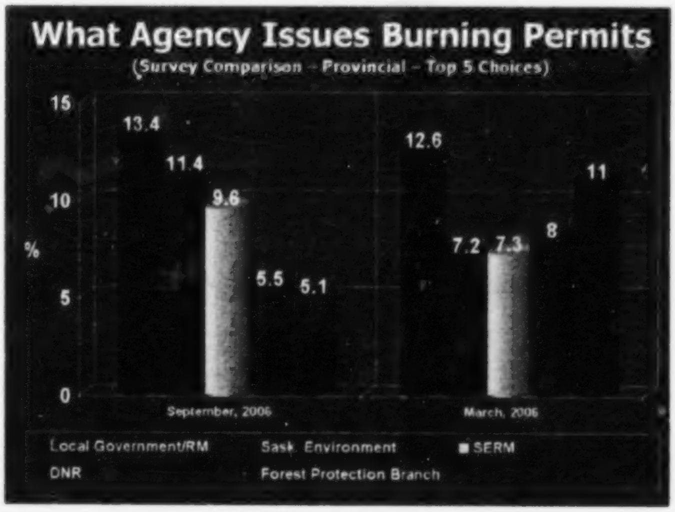


Chart 35 shows 18.6% of *Forest Fringe* respondents named SERM as the agency that issues **Provincial Burning Permits**. In total, 49.8% of the *Forest Fringe* respondents named *Saskatchewan Environment* in some form as the agency which issues permits (Using the terms: DNR, SERM, Forest Protection Branch and Saskatchewan Environment).

Chart 35

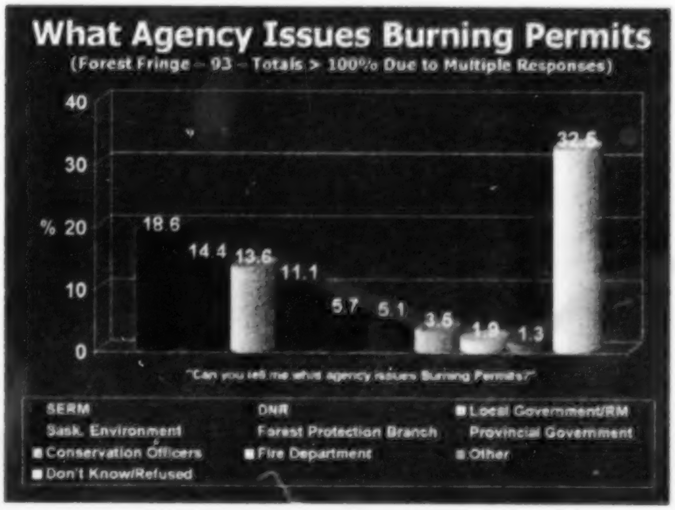
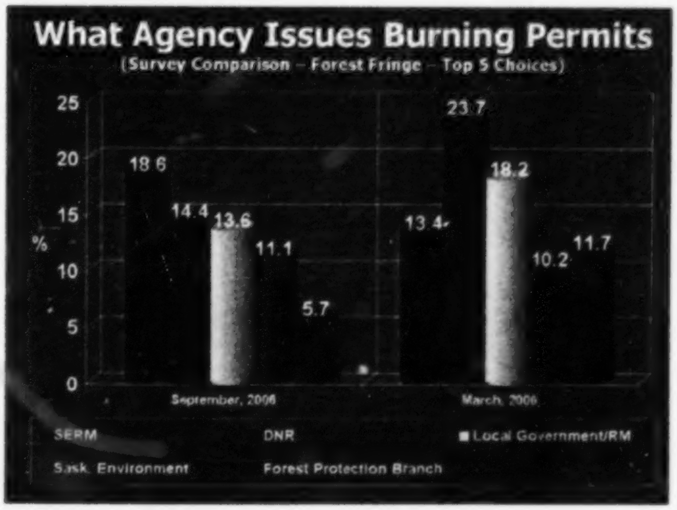


Chart 36 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+5.2%) in the percentage of respondents listing *SERM* as the agency issuing **Provincial Burning Permits**, and decreases in respondents listing *DNR* (-9.3%), *Local Governments* (-4.6%) and the *Forest Protection Branch* (-6%) as the issuing agencies.

Chart 36



V. Wildland Property Issues

The next series of questions was focused on respondents who have property in or near forested lands (wildland property) in central or northern Saskatchewan. Chart 37 shows 18.4% of *Provincial* respondents say they own a cottage, residence or business in or near forested lands in central or northern Saskatchewan.

Chart 37

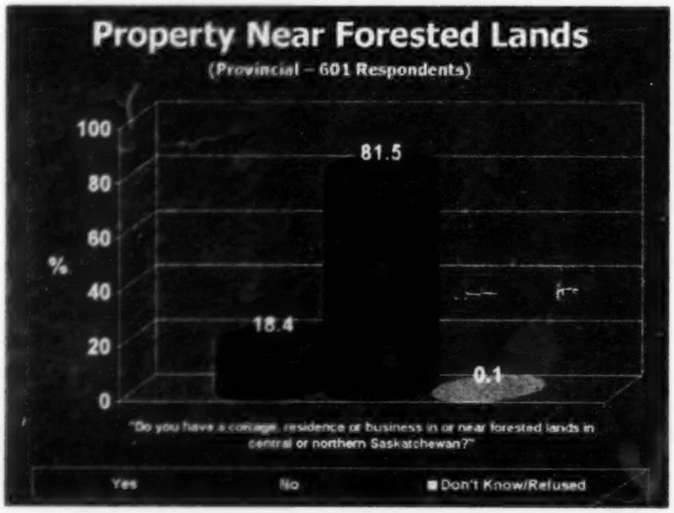


Chart 38 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations between the two surveys on this question.

Chart 38

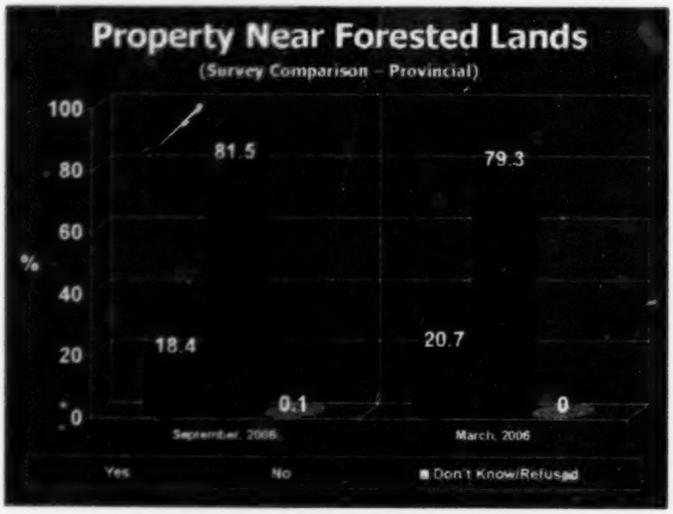


Chart 39 shows only one demographic sub-group, residents of the North Central Region, differed significantly from the Total Sample on this question. The North Central Region was significantly *more likely* than the Total Sample to say they had property in or near forested lands (38.2% vs. 18.4% for the Total Sample).

Chart 39

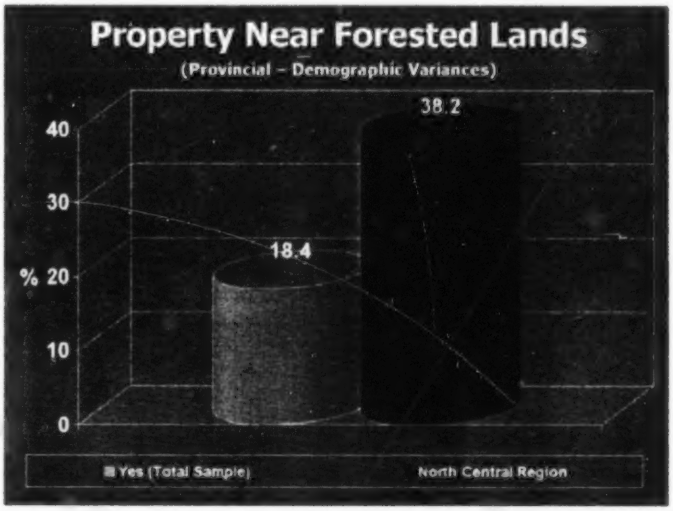


Chart 40 shows 42.1% of *Forest Fringe* residents say they have property (cottage, residence or business) in or near forested lands in central or northern Saskatchewan.

Chart 40

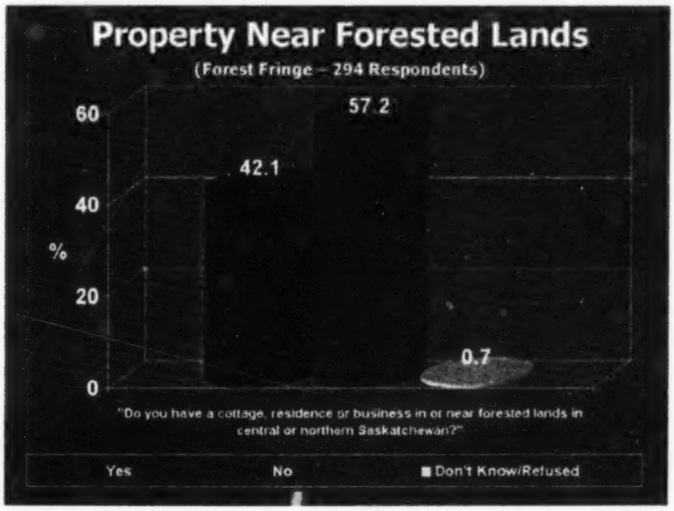


Chart 41 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations in the percentage of *Forest Fringe* respondents who say they own a cottage, residence or business in or near **forested lands** in central or northern Saskatchewan.

Chart 41

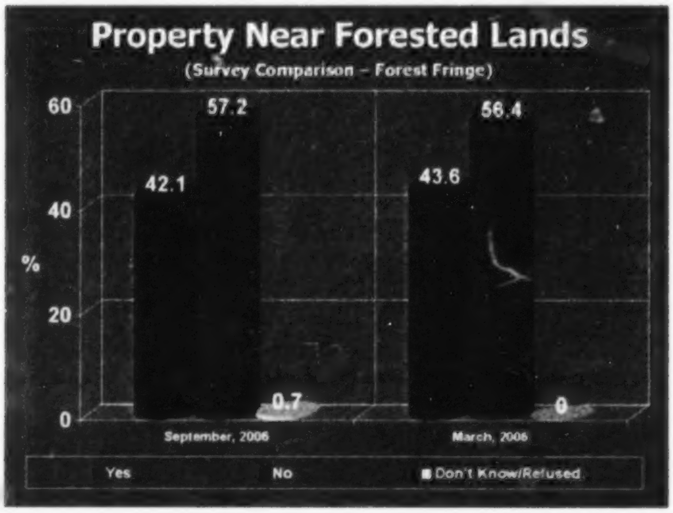


Chart 42 shows respondents from the $20,000 to $40,000 Household Income Group were the *least likely* to say they had property in or near **forested lands** (28.1% vs. 42.1% for the Total Sample). At the other end of the scale, respondents from the $60,000 to $80,000 Household Income Group were the *most likely* to have a cottage, residence or business in or near **forested lands** (57.8% vs. 42.1% for the Total Sample).

Chart 42

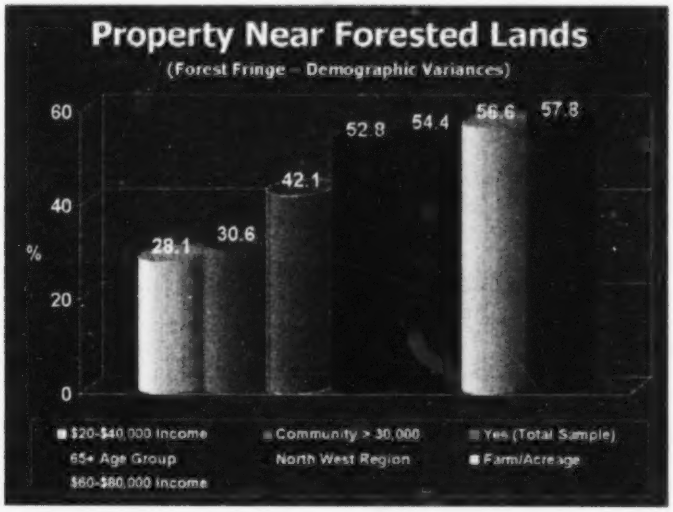


Chart 43 shows 48.7% of *Provincial* respondents who have property in or near forested lands have *all* their property insured, while 3.1% say *some* of their property is insured.

Chart 43

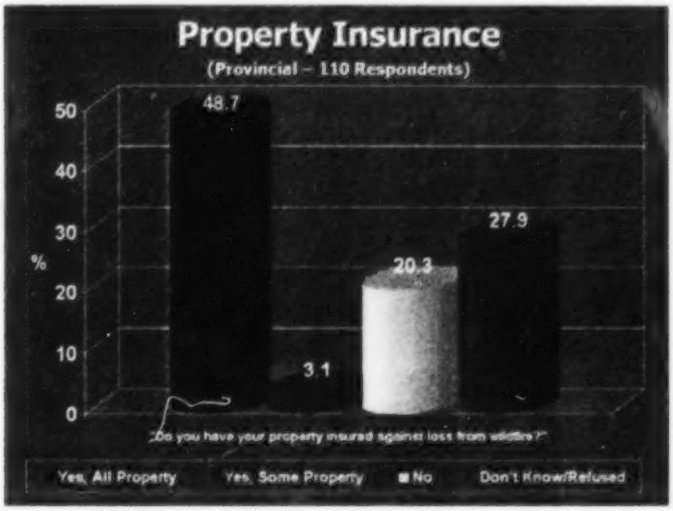


Chart 44 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease in the percentage of *Provincial* respondents who say they have all property near **forested lands** insured against loss from wildfire (-4.1%), and a decrease among those respondents who say that none of their property is insured (-5%).

Chart 44

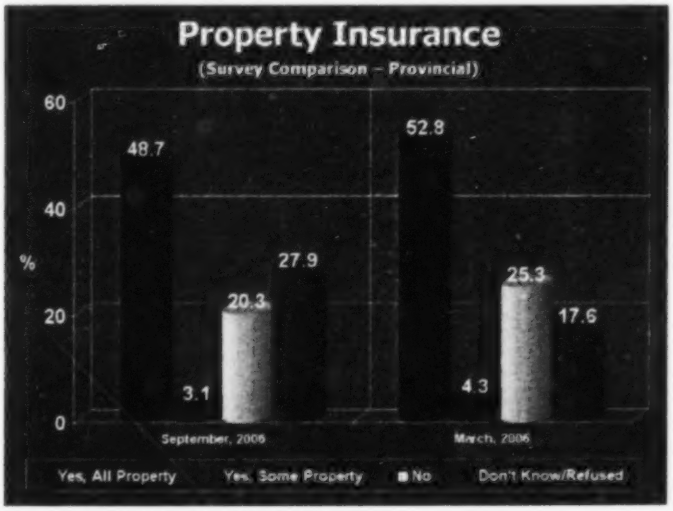


Chart 45 shows 47.9% of *Forest Fringe* respondents have *all* of their property insured, while another 4.7% say *some* of their property is insured.

Chart 45

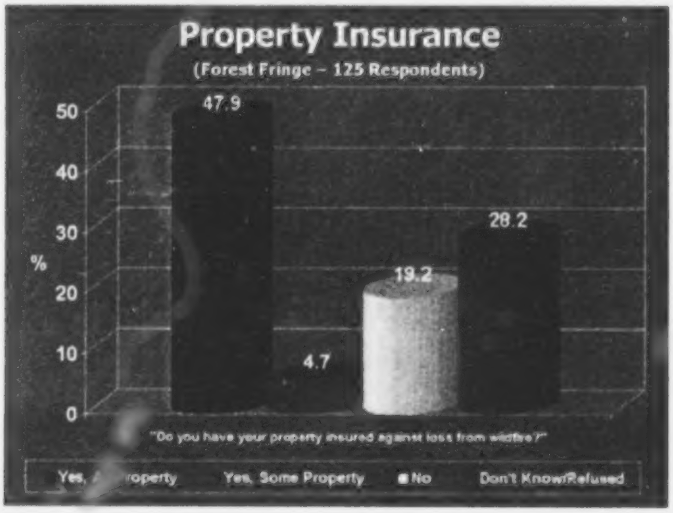


Chart 46 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-7.3%) in the percentage of *Forest Fringe* respondents who say none of their property near forested lands is insured.

Chart 46

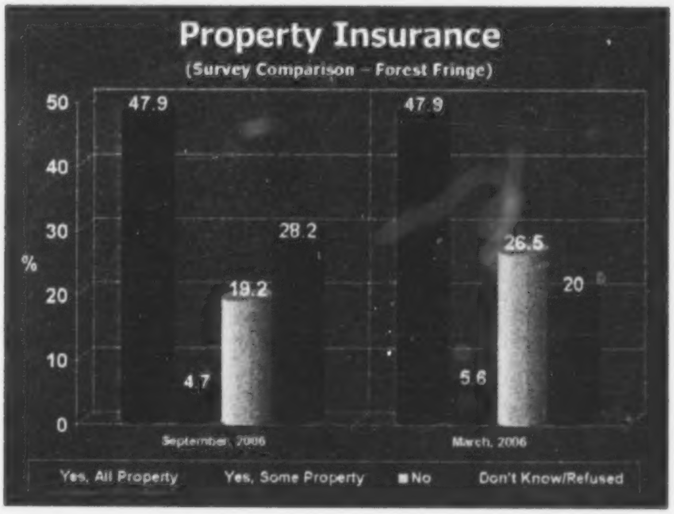


Chart 47 shows 36.9% of the *Provincial* respondents with property in or near forested lands have seen or heard information recently about how to protect their property or business from the risk of wildfire.

Chart 47

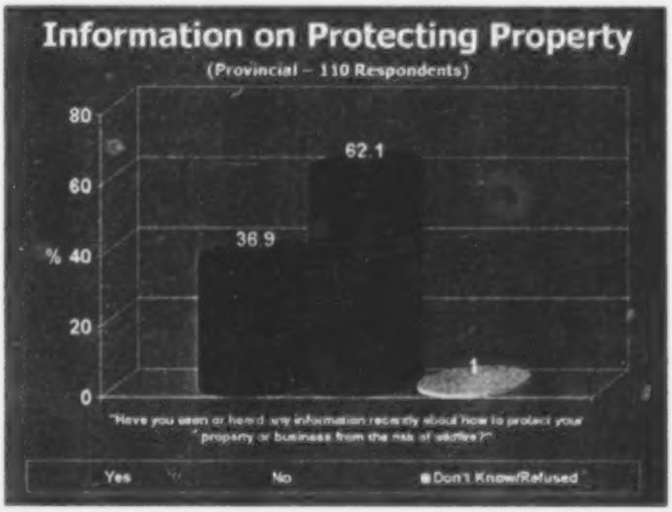


Chart 48 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows an increase (+12.4%) in the percentage of *Provincial* respondents who have seen or heard information recently about how to protect their property or business from the risk of wildfire.

Chart 48

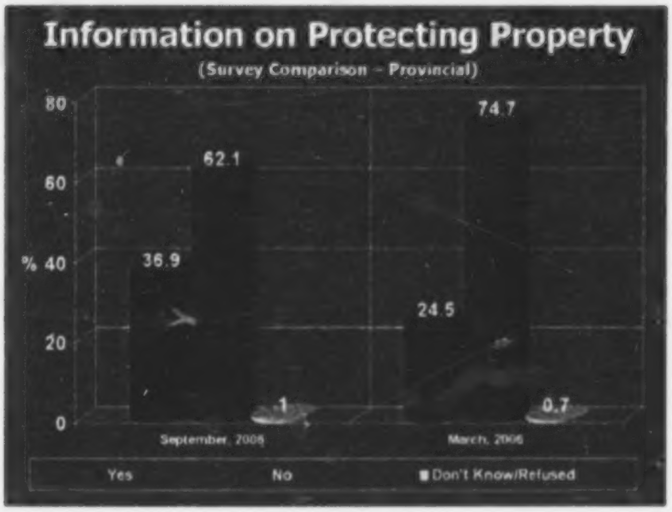


Chart 49 shows *Provincial* respondents from the South Region were the *least likely* of all to recall information about how to protect their property or business from the risk of wildfire (25.9% vs. 36.9% for the Total Sample).

Chart 49

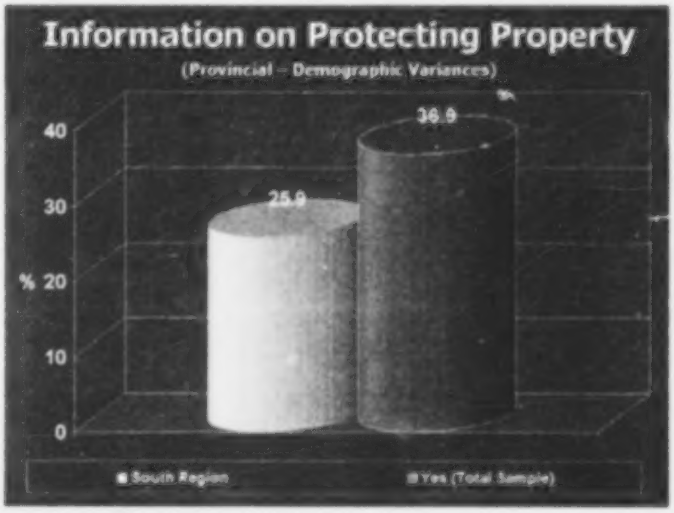


Chart 50 shows 39.5% of the *Forest Fringe* respondents with property in or near forested lands recall seeing or hearing recent information about how to protect their property from the risk of wildfire.

Chart 50

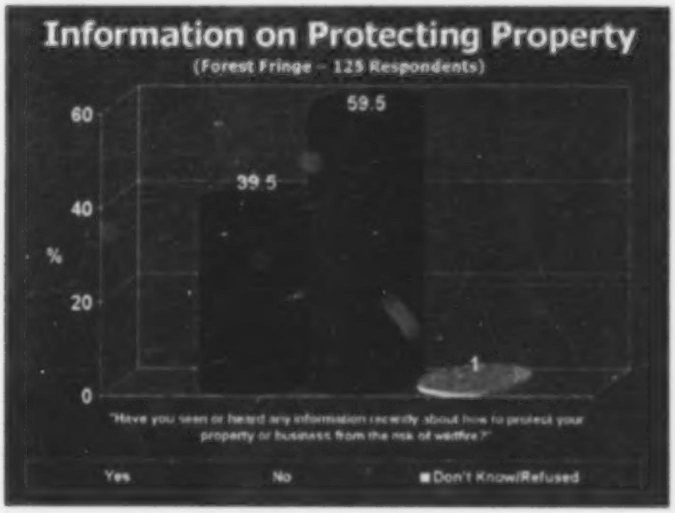


Chart 51 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows an increase (+12.4%) in the percentage of *Forest Fringe* respondents who have seen or heard information recently about how to protect their property or business from the risk of wildfire.

Chart 51

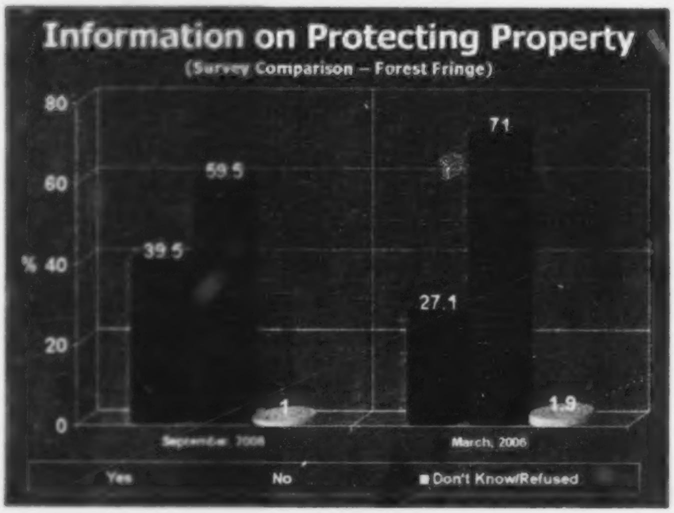
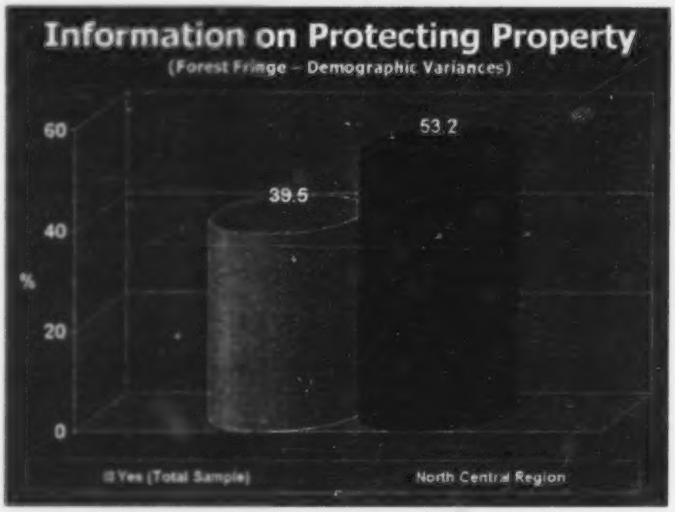


Chart 52 shows *Forest Fringe* respondents from the North Central Region were the *most likely* of all to recall seeing or hearing such information (53.2% vs. 39.5% for the Total Sample).

Chart 52



The 41 *Provincial* respondents who had recently seen or heard information about how to protect their property from the risk of wildfire were asked if they had accessed this information from **news reports**. Chart 53 shows 53.7% of this group said they had accessed the information on how to protect their property from wildfire in **news reports**.

Chart 53

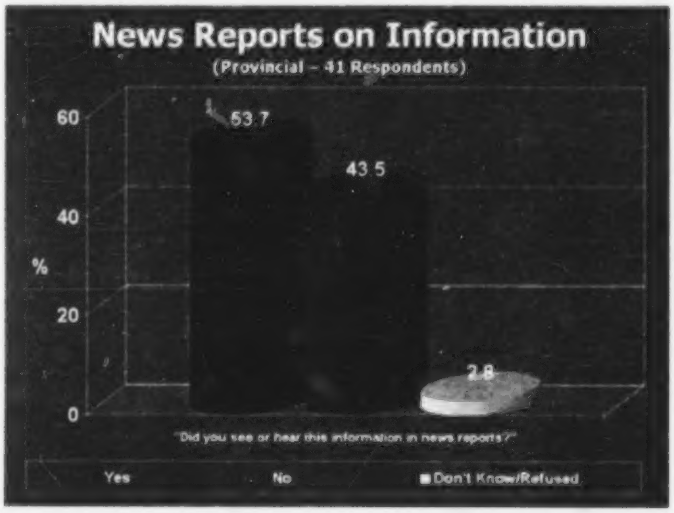


Chart 54 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows a significant increase (+18.2%) in the percentage of *Provincial* respondents who had accessed the information on how to protect their property from wildfire in **news reports**.

Chart 54

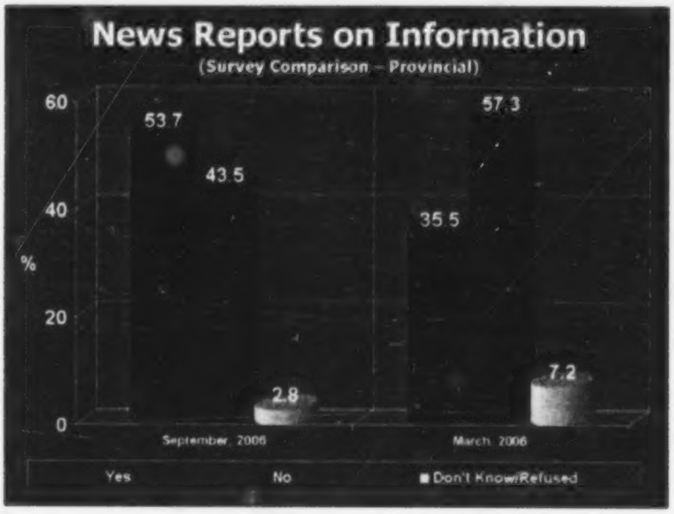


Chart 55 shows 38.1% of the *Forest Fringe* respondents who recalled seeing or hearing recent information on how to protect their property from wildfire, had accessed that information from news reports.

Chart 55

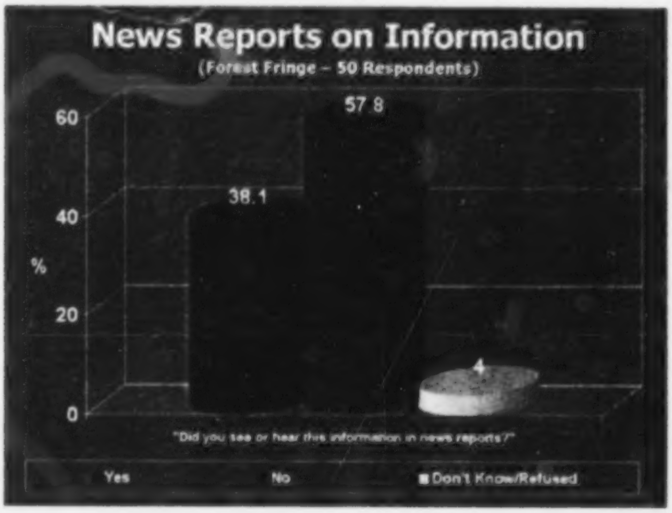


Chart 56 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-5.8%) in the percentage of *Forest Fringe* respondents who had accessed the information on how to protect their property from wildfire in news reports.

Chart 56

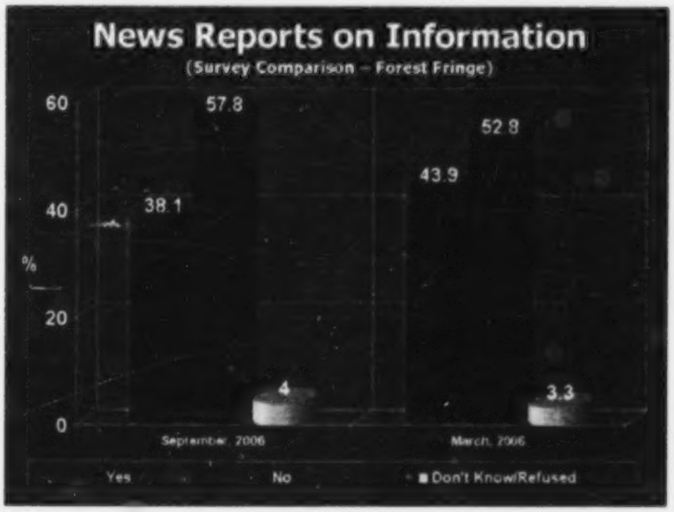


Chart 57 shows 63.7% of the *Provincial* respondents who recalled accessing recent information about how to protect their property from wildfire on news reports, believe they had accessed those news reports on television.

Chart 57

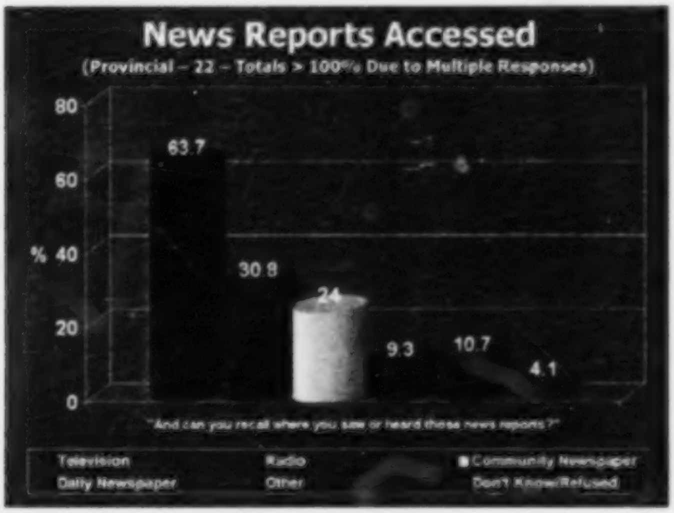


Chart 58 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison suggests a number of sharp variations between the two surveys on this question, however it should be noted that these variations are not statistically significant due to the small number of respondents who were asked this question.

Chart 58

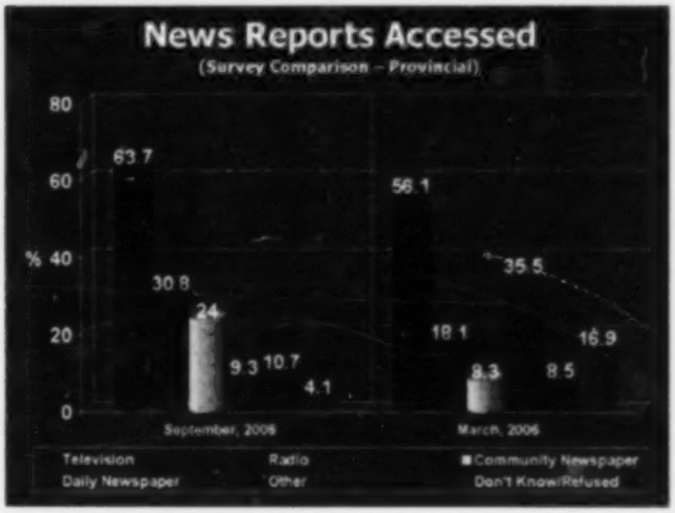


Chart 59 shows 68% of the *Forest Fringe* respondents who recall recently accessing information about how to protect their property from wildfires on news reports, believe they accessed those news reports on television.

Chart 59

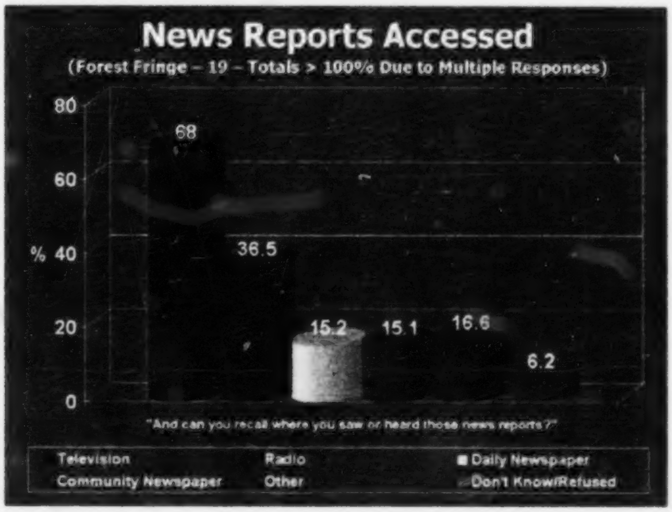


Chart 60 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison suggests a number of sharp variations between the two surveys, but once again, these variations should not be considered statistically significant due to the small number of respondents who dealt with this question.

Chart 60

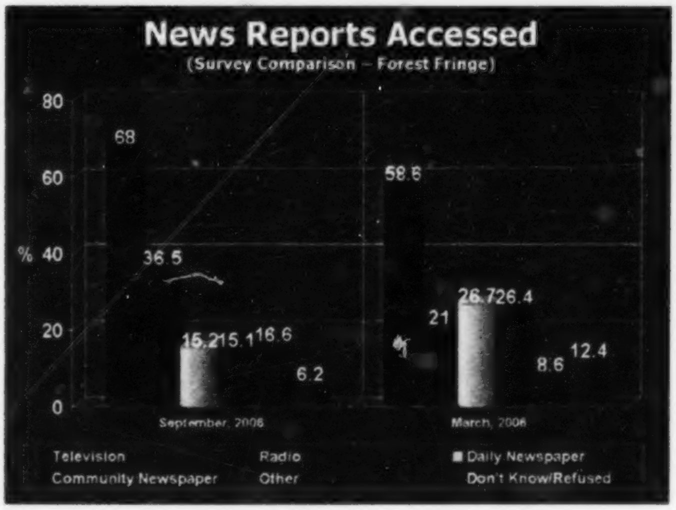


Chart 61 shows 47.9% of the *Provincial* respondents who recall seeing or hearing information about how to protect their property from wildfires, recall seeing **advertisements** on this topic recently.

Chart 61

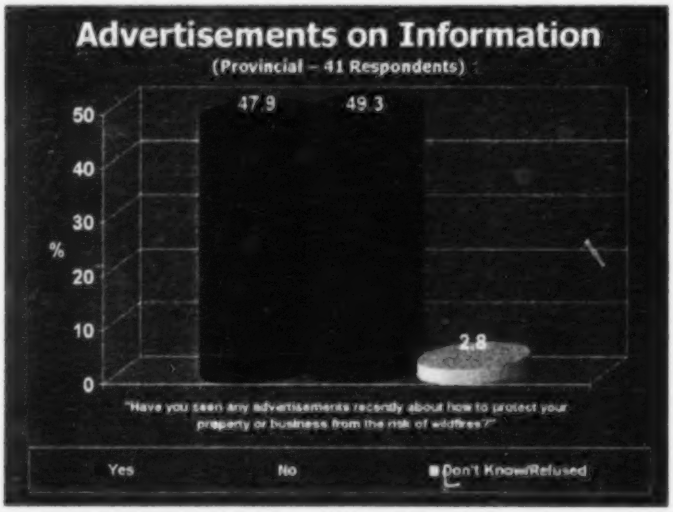


Chart 62 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+22%) in the percentage of *Provincial* respondents who recall seeing **advertisements** recently about how to protect their property or business from the risk of wildfires.

Chart 62

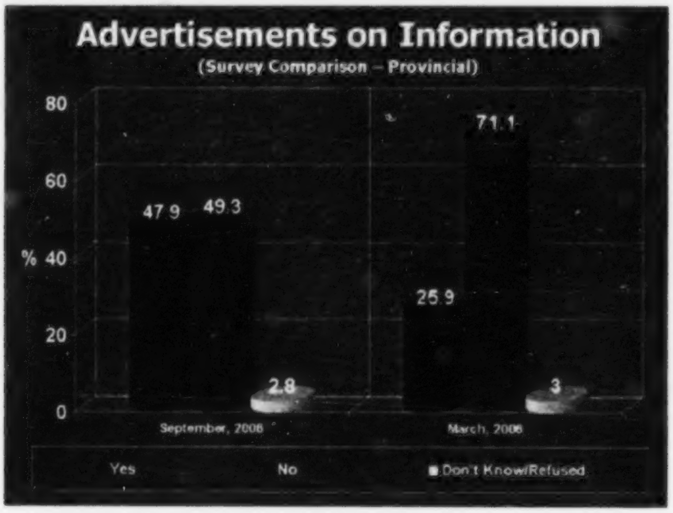


Chart 63 shows 53% of the *Forest Fringe* respondents who recall seeing or hearing information on how to protect their property from the risk of wildfires, recall seeing **advertisements** recently on this topic.

Chart 63

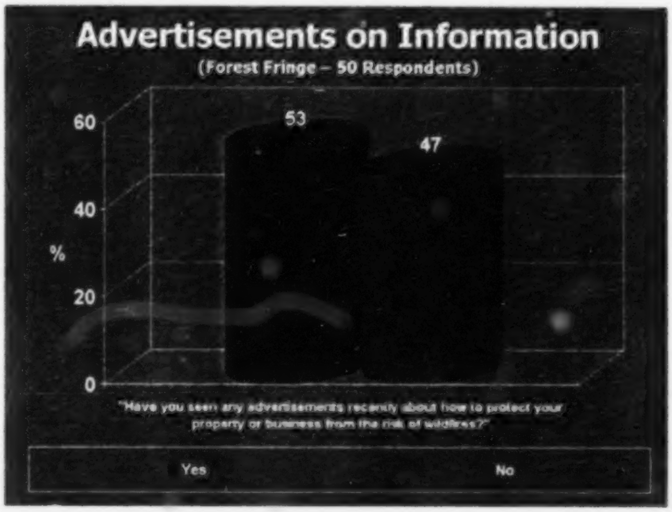


Chart 64 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows an increase (+24%) in the percentage of *Forest Fringe* respondents who recall seeing **advertisements** recently on how to protect their property or business from the risk of wildfires.

Chart 64

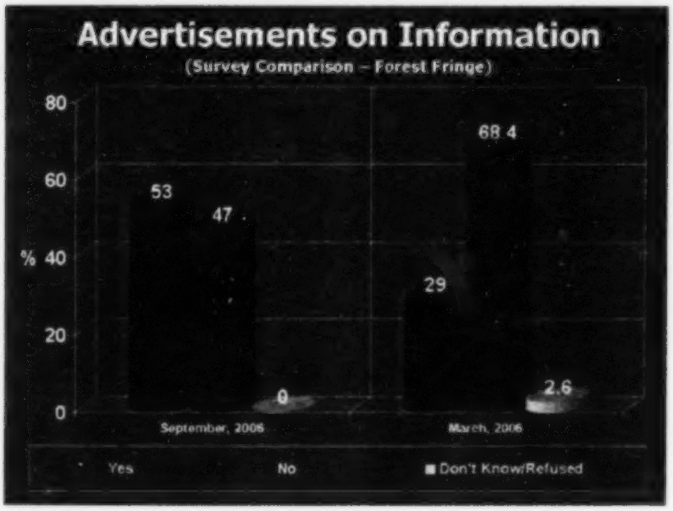


Chart 65 shows 53.8% of the *Provincial* respondents who recall seeing advertisements on how to protect their property or business from the risks of wildfires, believe they accessed those advertisements on television.

Chart 65

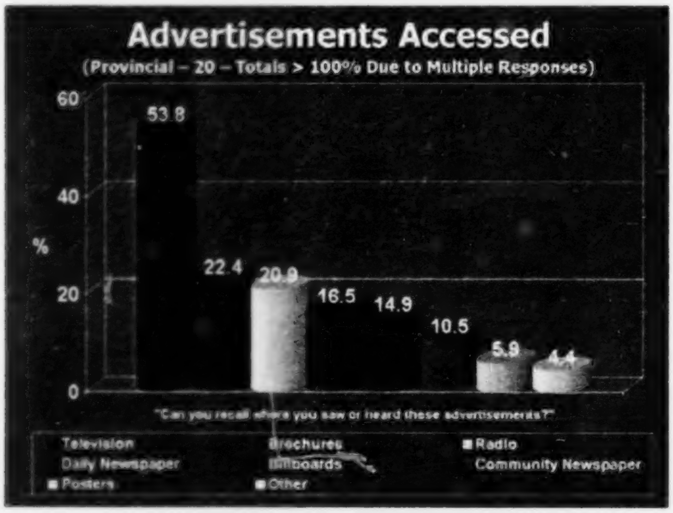


Chart 66 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison suggests a number of sharp variations between the two surveys on this question; however, once again these variations are not of statistical significance due to the small number of respondents who dealt with this question.

Chart 66

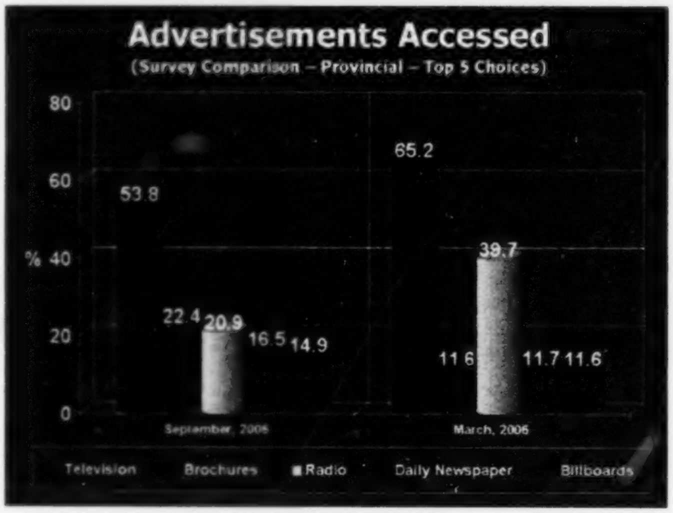


Chart 67 shows 57.6% of the *Forest Fringe* respondents who recall seeing advertisements about how to protect their property from the risk of wildfires, believe they accessed those advertisements on Television.

Chart 67

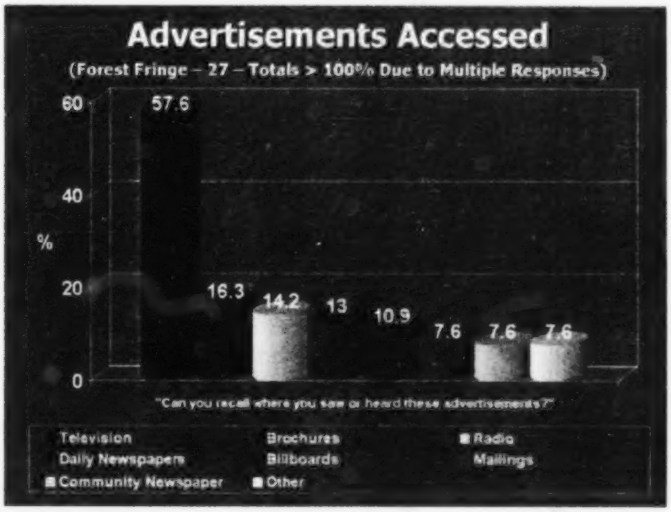


Chart 68 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison suggests a number of sharp variations between the two surveys on this question; however, once again these variations are not of statistical significance due to the small number of respondents who dealt with this question.

Chart 68

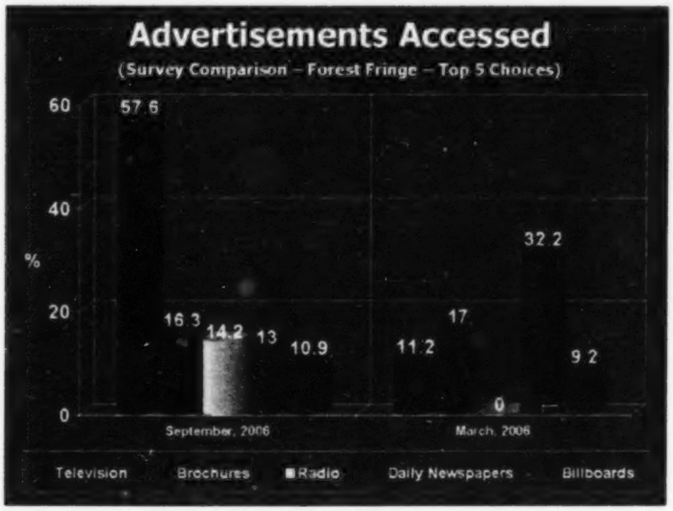


Chart 69 shows *less than half* of the *Provincial* respondents who recall seeing or hearing recent information about how to protect their property from wildfires, recall accessing that information from some other source beyond news reports or advertisements. 12.3% recall accessing such information by Word of Mouth and 5.7% recall accessing such information from the Provincial Government.

Chart 69

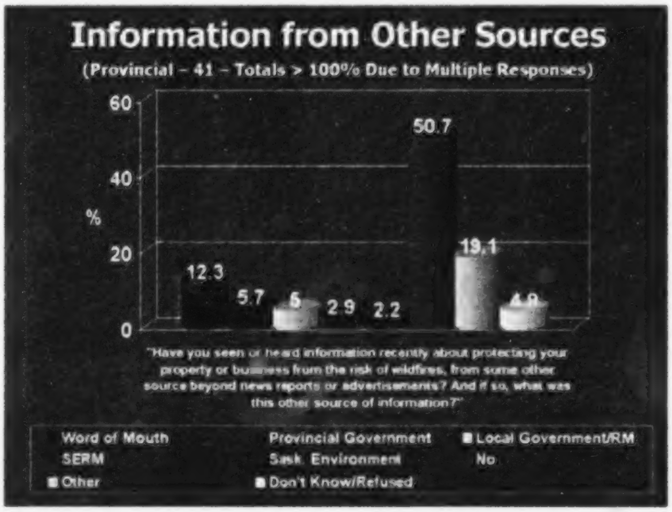


Chart 70 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease in the percentage of *Provincial* respondents who recall accessing information about how to protect their property from wildfires by both Word of Mouth (-8.7%) and Local Governments (-7.6%).

Chart 70

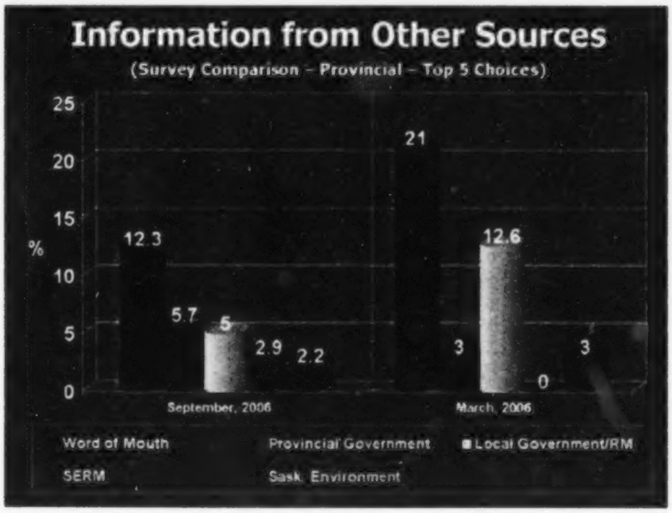


Chart 71 shows 37.9% of the *Forest Fringe* respondents who recall seeing or hearing recent information about how to protect their property from wildfires, recall accessing that information from some other source beyond news reports or advertisements.

Chart 71

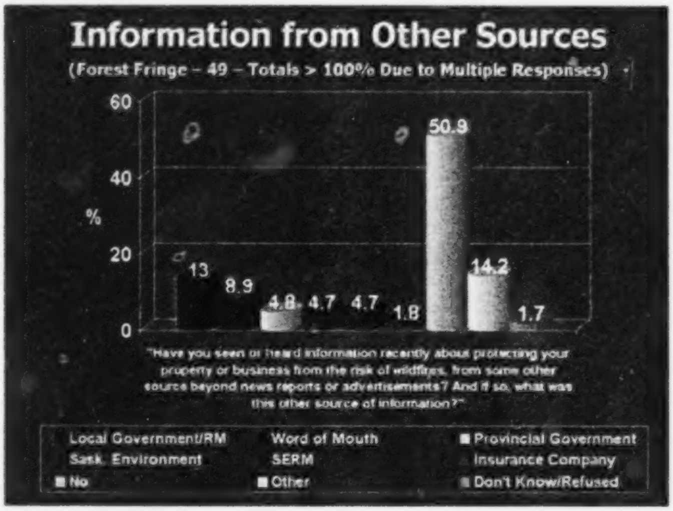
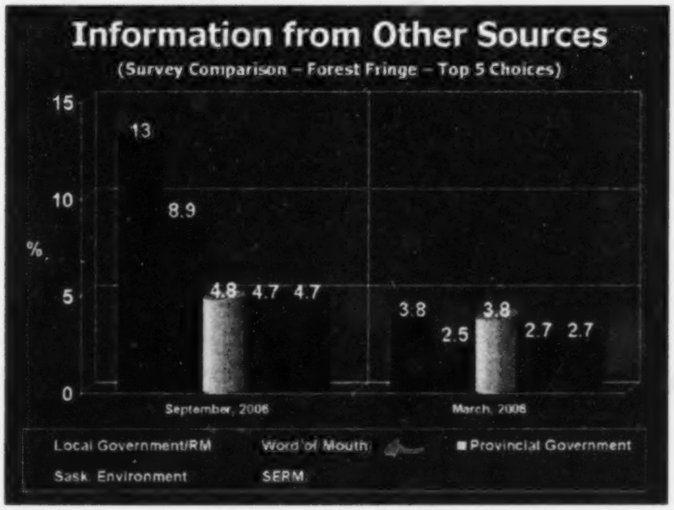


Chart 72 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase in the percentage of *Forest Fringe* respondents who recall accessing information via Local Governments (+9.2%) and Word of Mouth (+6.4%).

Chart 72



The 110 *Provincial* respondents who own property in or near forested lands were asked if they have taken any steps to reduce the risk of wildfire to their property. Because respondents were allowed to list more than one step, the results will total in excess of 100%. Chart 73 shows 41.8% have cleared brush/debris on their property to reduce the risk of wildfire. 13.4% say they have built fire breaks/fire guards to reduce the risk of wildfire to their property.

Chart 73

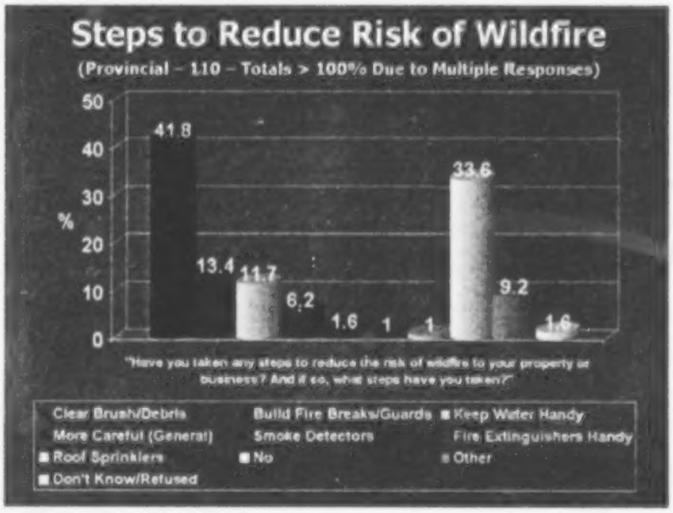


Chart 74 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+5.8%) in the percentage of *Provincial* respondents who say they Keep Water Handy on their property as a way to reduce the risk of wildfire.

Chart 74

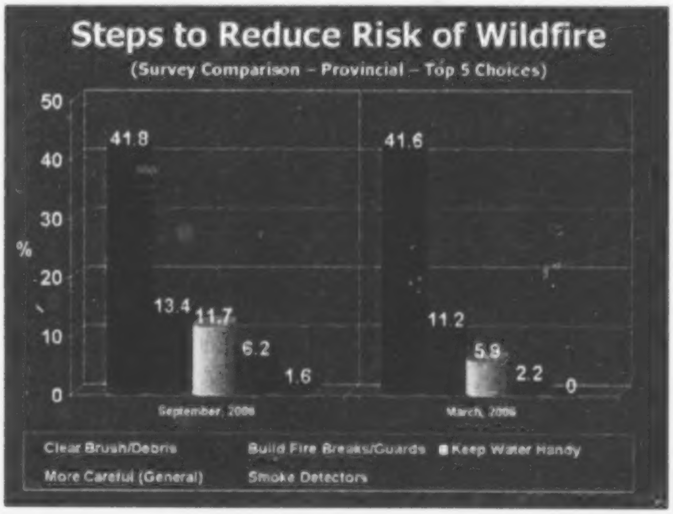


Chart 75 shows 38.6% of the *Forest Fringe* respondents with property in or near forested lands have cleared **brush/debris** to reduce the risk of wildfire on their property. 15.4% have built **fire breaks/fire guards** to reduce the risk of wildfire.

Chart 75

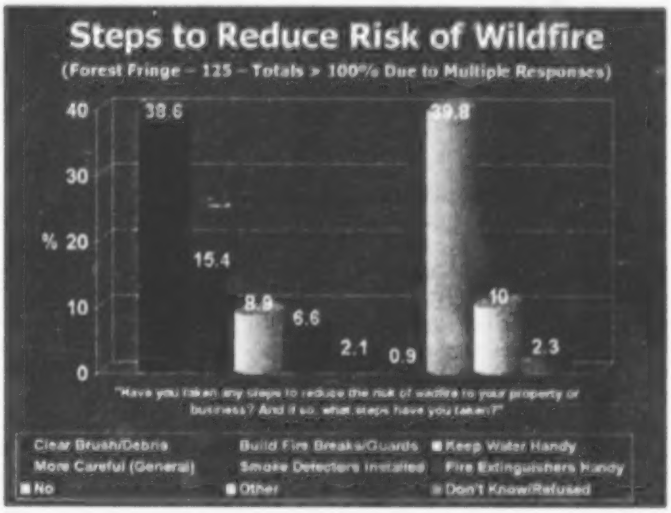
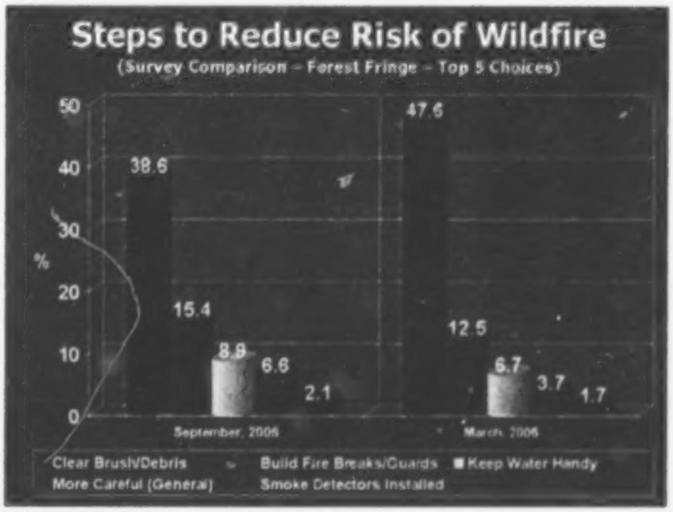


Chart 76 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-9%) in the percentage of *Forest Fringe* respondents who say they have cleared **Brush/Debris** as a way to reduce the risk of wildfire on their property.

Chart 76



VI. General Fire Safety Issues

The next series of survey questions explored a number of general fire safety issues. The 601 *Provincial* survey respondents were asked what conditions they take into consideration when lighting a fire. Because respondents were allowed to list more than one condition, their responses will total in excess of 100%. Chart 77 shows 51% of *Provincial* respondents say they take *Wind Speed* into account when lighting a fire.

Chart 77

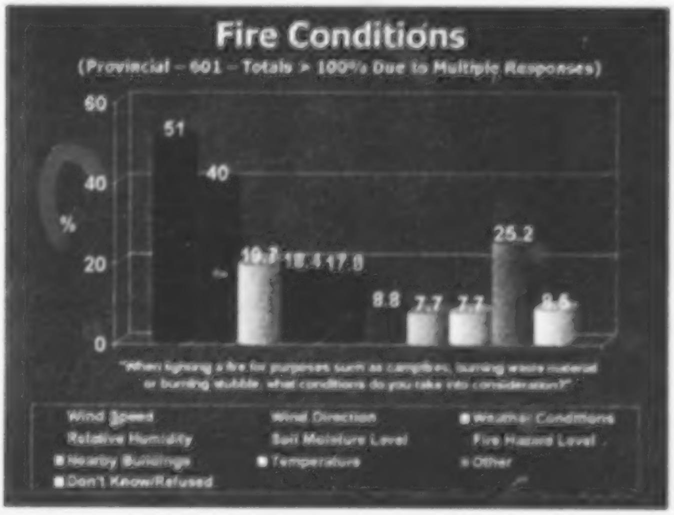


Chart 78 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations between the two surveys on this question.

Chart 78

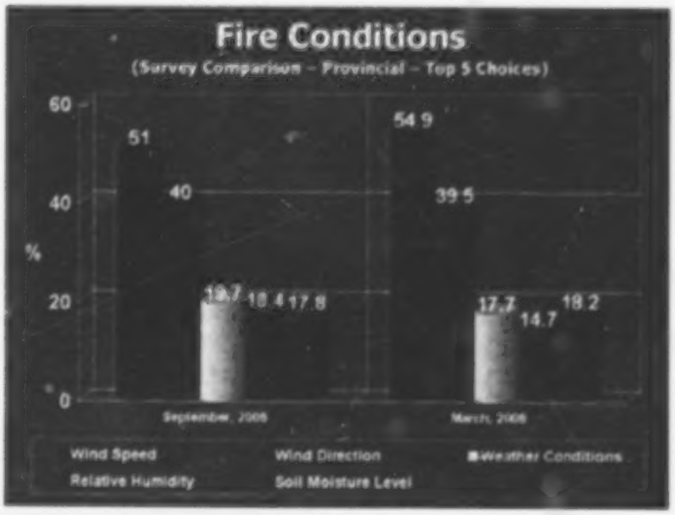


Chart 79 shows 58.6% of the 294 *Forest Fringe* respondents listed **Wind Speed** as the top condition they take into account when lighting a fire. 44.3% listed **Wind Direction**.

Chart 79

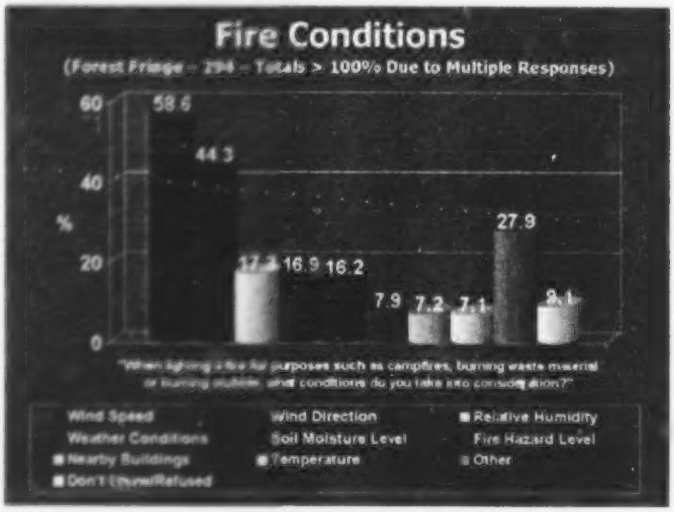
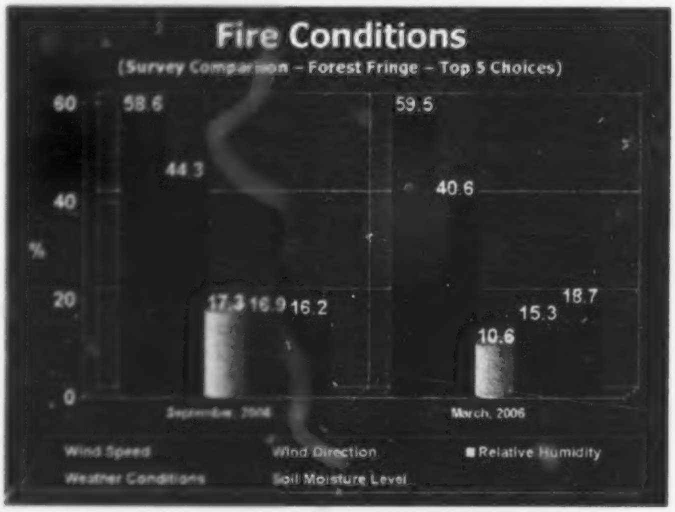


Chart 80 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase in the percentage of *Forest Fringe* respondents who say they take **Relative Humidity** (+6.7%) into account prior to lighting fires.

Chart 80



The 601 *Provincial* respondents were asked who they think is responsible for the cost of putting out a wildfire caused by humans. Because respondents were allowed to list more than one response, their answers will total in excess of 100%. **Chart 81** shows 35.9% of all *Provincial* respondents believe the **Provincial Government** is responsible for the cost of putting out wildfires caused by humans.

Chart 81

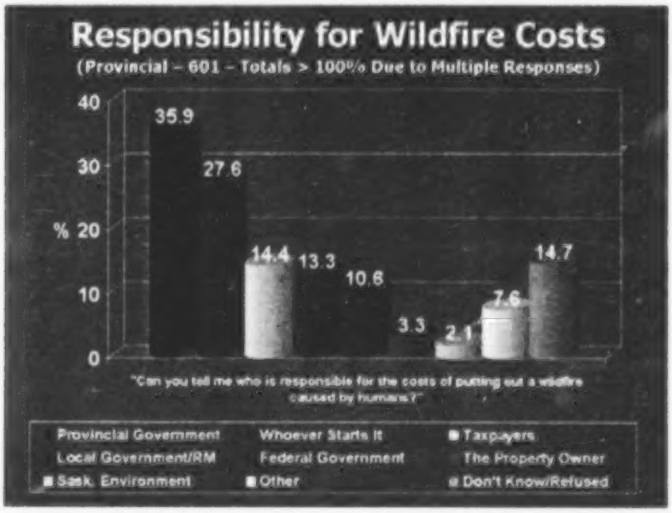


Chart 82 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+4.1%) in the percentage of *Provincial* respondents who say that **Whoever Starts It** is responsible for the cost of putting out a wildfire.

Chart 82

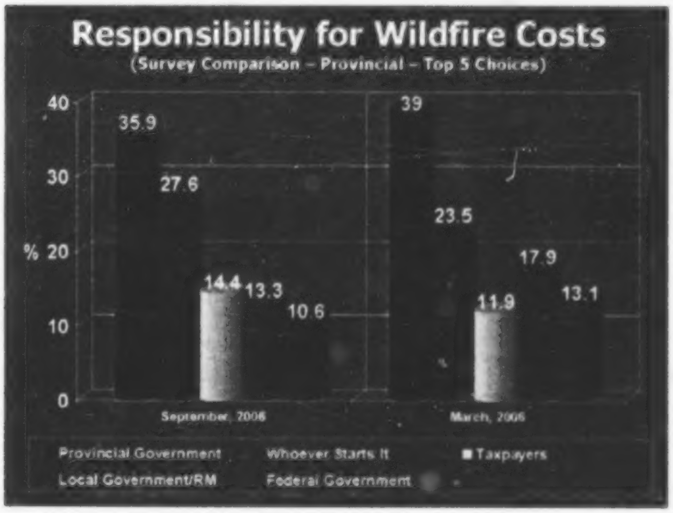


Chart 83 shows 35.5% of the 294 *Forest Fringe* respondents listed the **Provincial Government** as being responsible for the cost of putting out wildfires caused by humans. 31.4% of these respondents said **Whoever Starts It** is responsible for these costs.

Chart 83

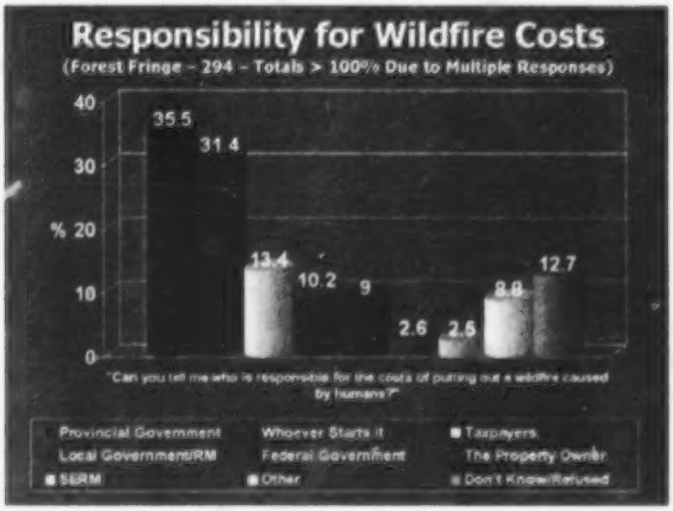
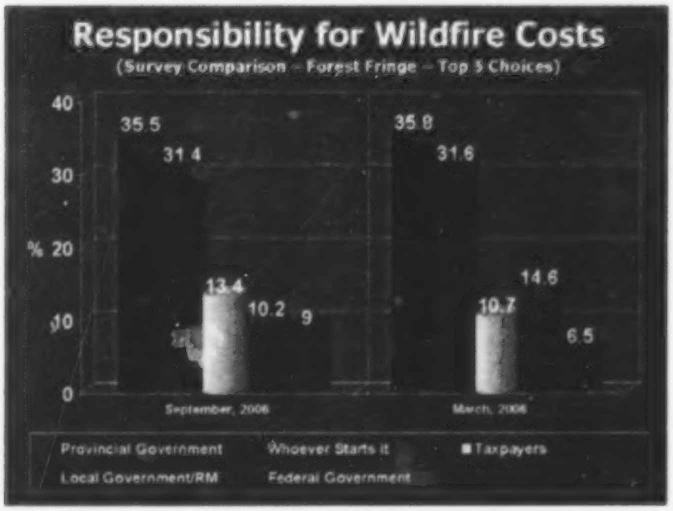


Chart 84 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-4.4%) in the percentage of *Forest Fringe* respondents who say that **Local Governments** are responsible for the cost of putting out wildfires caused by humans.

Chart 84



The 601 *Provincial* survey respondents were asked what they would do **first**, if they discovered a wildfire. Chart 85 shows the overwhelming majority of these respondents (67%) would **Report It**. 11.4% say they would **Try to Put the Fire Out**, and 8.6% say they would **Evacuate the Area/Get Away** from the fire area as quickly as possible.

Chart 85

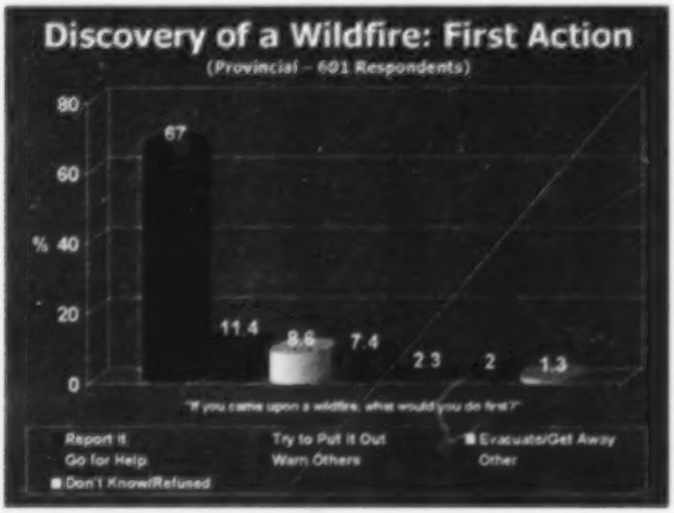


Chart 86 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-5.5%) in the percentage of *Provincial* respondents who say they would **Report** a fire as their first action upon discovering a wildfire.

Chart 86

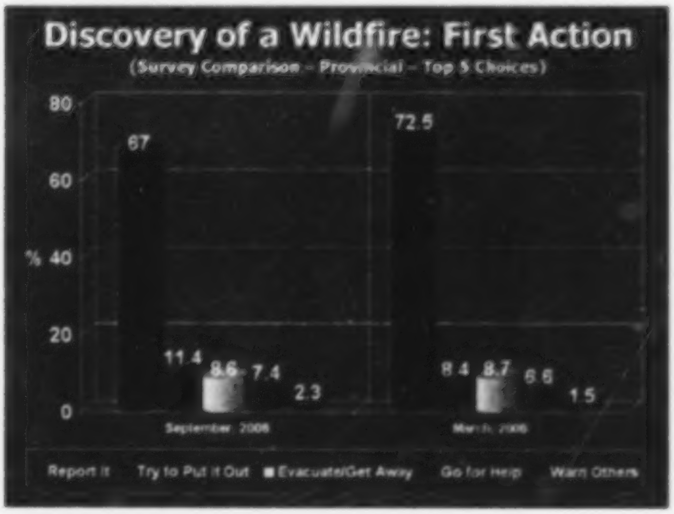


Chart 87 shows that among the 294 *Forest Fringe* respondents, 71.2% said the first thing they would do upon discovering a wildfire would be to **Report It**. 12.3% said they would **Try to Put the Fire Out**, and 7.8% said they would **Evacuate the Area/Get Away** from the fire area as quickly as possible.

Chart 87

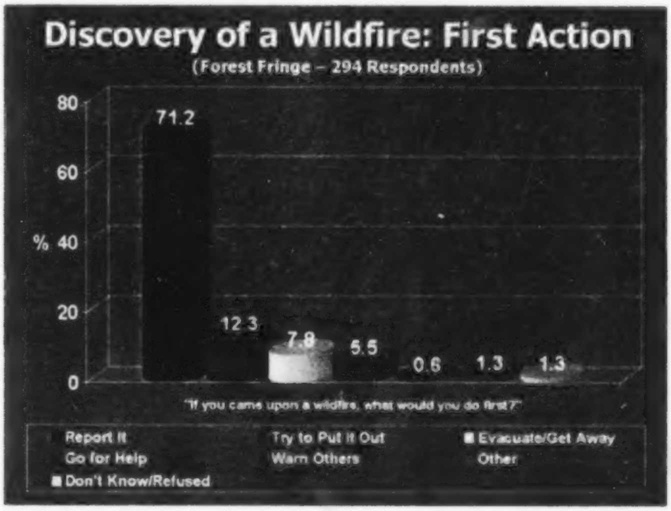
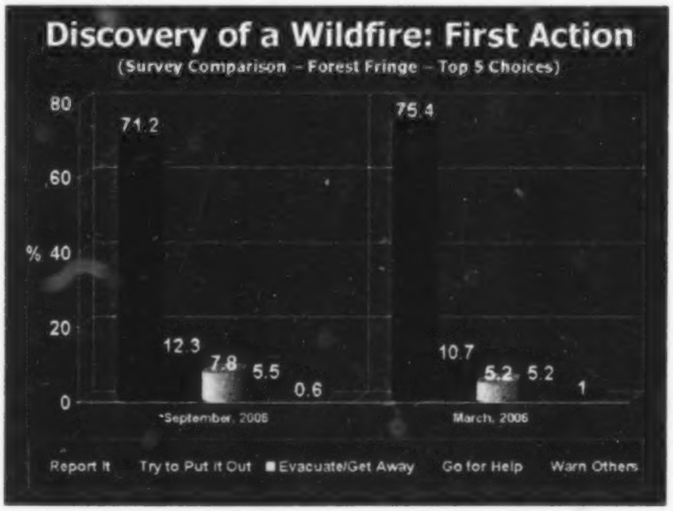


Chart 88 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-4.2%) in the percentage of *Forest Fringe* respondents who said the first action they would take upon discovery of a wildfire would be to **Report It**.

Chart 88



The 385 *Provincial* respondents, who said that their first action upon discovery of a wildfire would be to **Report It**, were asked to whom they would report a wildfire. **Chart 89** shows 42.7% say they would **Call 9-1-1**. 26.4% would call the local **Fire Department**.

Chart 89

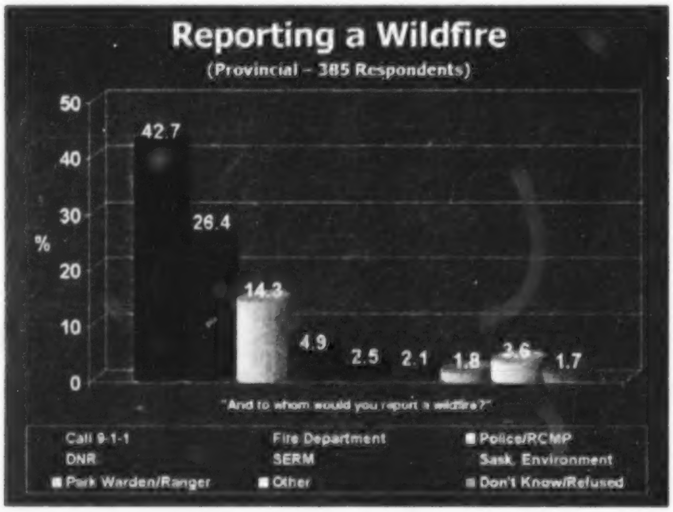
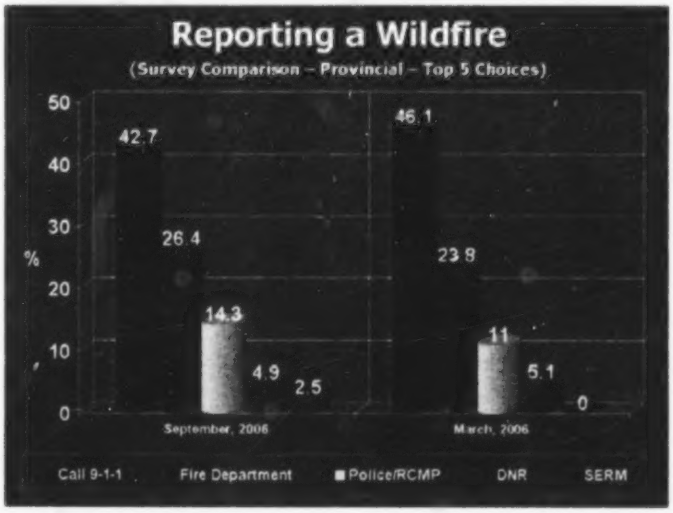


Chart 90 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations between the two surveys on the question of to whom respondents would report the discovery of a wildfire.

Chart 90



The 201 *Forest Fringe* respondents, who said their first action upon discovering a wildfire would be to **Report It**, were also asked to whom they would report a wildfire. Chart 91 shows 39.1% of these respondents said they would **Call 9-1-1** and 24.8% said they would report the wildfire by calling the local **Fire Department**.

Chart 91

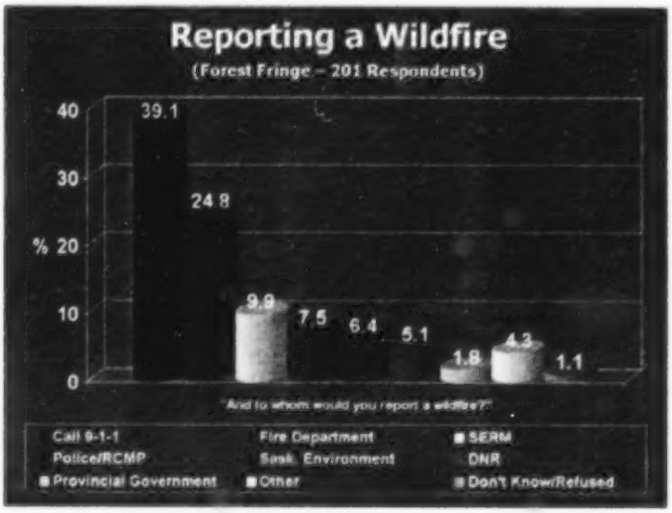
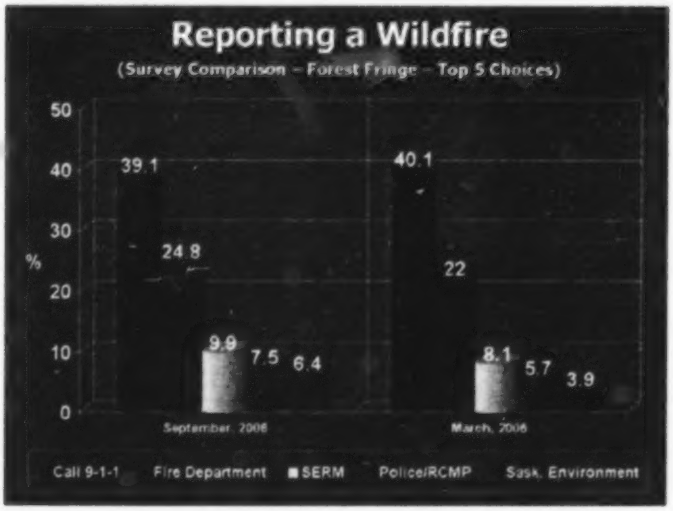


Chart 92 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations between the two surveys.

Chart 92



The 594 *Provincial* respondents, who listed some action they would take upon discovering a wildfire, were asked if there was anything else they would do. **Chart 93** shows 27.1% of these respondents said they would **Try to Put the Fire Out**, while 16.9% said they would **Evacuate/Get Away** from the fire area as quickly as possible.

Chart 93

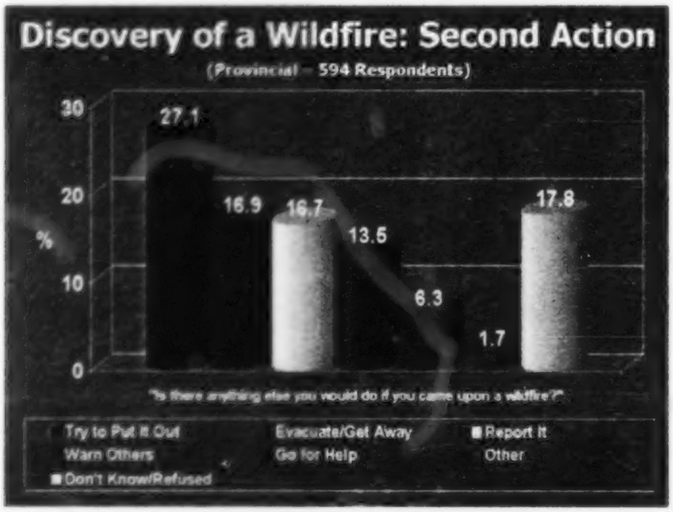
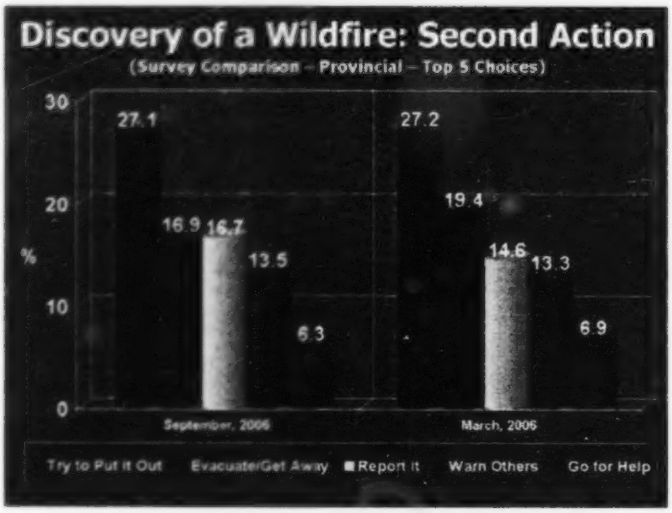


Chart 94 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations between the two surveys on this question.

Chart 94



The 290 Forest Fringe respondents, who listed some action they would take upon discovering a wildfire, were also asked if there was anything else they would do. Chart 95 shows 33.8% of these respondents said they would Try to Put the Fire Out, while 16.2% said they would Report It.

Chart 95

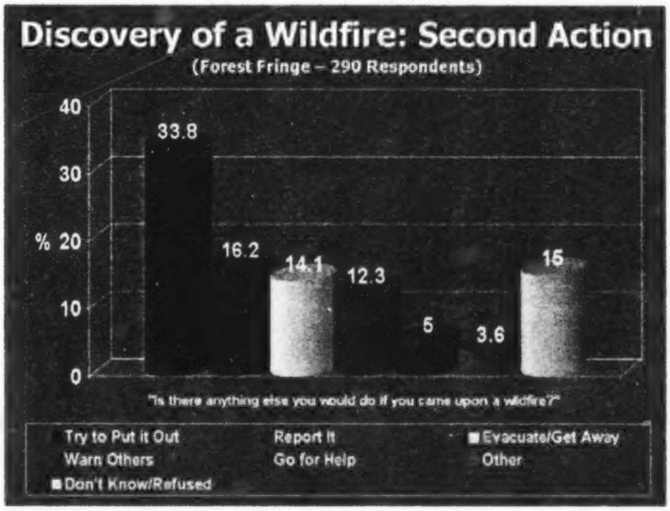
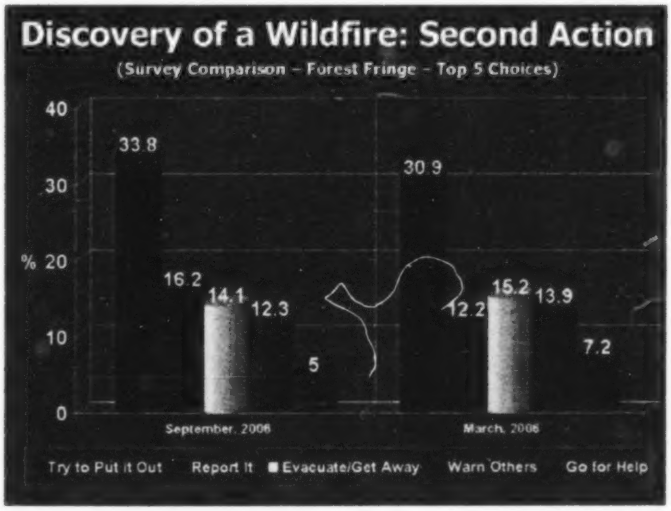


Chart 96 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+4%) in the percentage of *Forest Fringe* respondents who say their second action upon discovery of a wildfire would be to Report It.

Chart 96



VII. Wildfire Information - Recall and Awareness

The final series of survey questions was designed to determine the level of recall and awareness with respect to wildfire information that has been made available to the public, and to determine how the public would normally access such information.

The 601 *Provincial* survey respondents were asked to list where they would go to get information about wildfire safety in general. Because respondents were allowed to list more than one location, their responses will total in excess of 100%.

Chart 97 shows 28.8% of the *Provincial* respondents said they would expect to access general information about wildfire safety on a **Website**. 18.1% said they would expect to access information on wildfire safety at their local **Fire Department**, while 9.9% said they expected to find such information in **Parks**. This response did not distinguish between federal, provincial or regional parks.

It should be noted only 24.5% of the *Provincial* survey respondents said they would expect to access general information about wildfire safety through **Saskatchewan Environment** (either the Forest Protection Branch, DNR, Sask. Environment, or SERM).

Chart 97

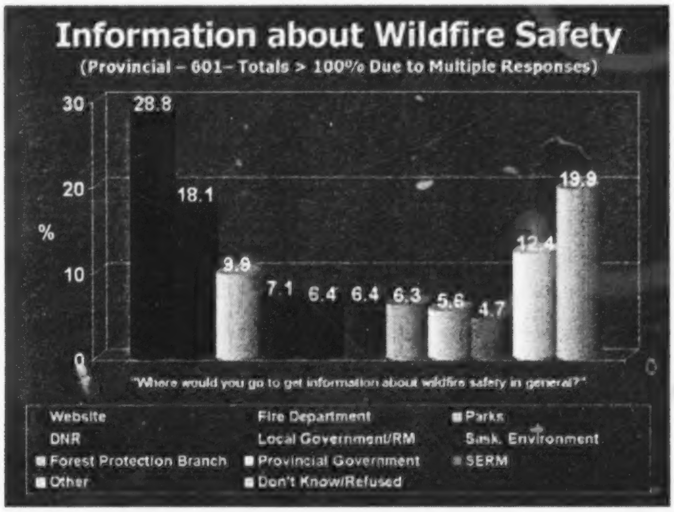


Chart 98 on the following page compares the results for the Top Six **Wildfire Safety Information Sources** listed by *Provincial* respondents on the *September, 2006 Fire Awareness Survey*, with the results for the same information sources on the *March, 2006 Fire Awareness Survey*. This comparison shows no statistically significant variations in the percentage of respondents prepared to mention each of these six information sources.

Chart 98

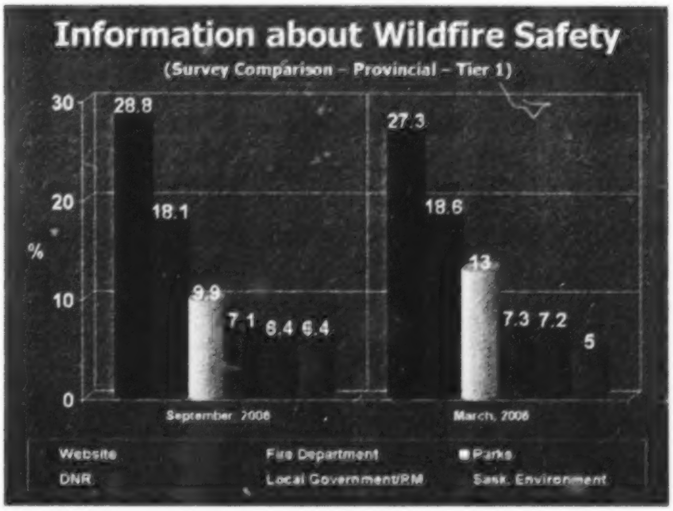


Chart 99 compares the results for the **Bottom Five Wildfire Safety Information Sources** listed on the *September, 2006 Fire Awareness Survey*, with the results for the same information sources on the *March, 2006 Fire Awareness Survey*. This comparison shows a decrease (-3.8%) in Provincial respondents listing the **Forest Protection Branch** as an information source for Wildfire Safety. In addition, there was an increase (+4.7%) in those respondents who named **SERM** as an information source for Wildfire Safety.

Chart 99

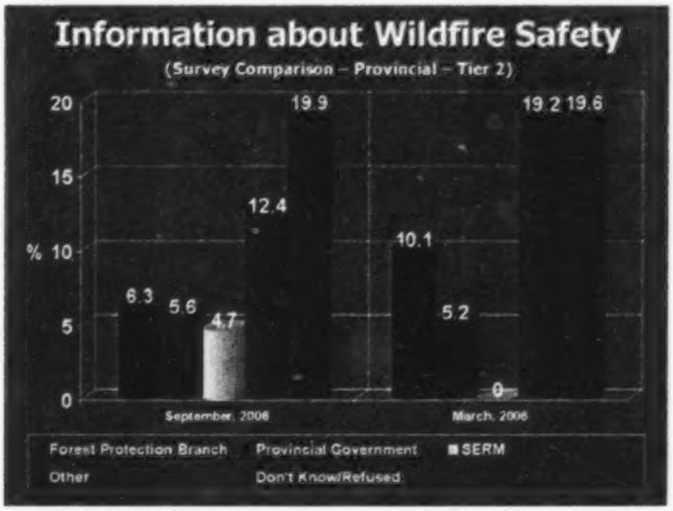


Chart 100 shows 18.4% of the 294 *Forest Fringe* survey respondents listed a **Website** as the place they were most likely to access information about wildfire safety. Forest Fringe respondents were *more likely* than their Provincial counterparts to say they would access information about wildfire safety through **Saskatchewan Environment** (Forest Protection Branch, DNR, Sask. Environment, or SERM) – 41.9% vs. 24.5%.

Chart 100

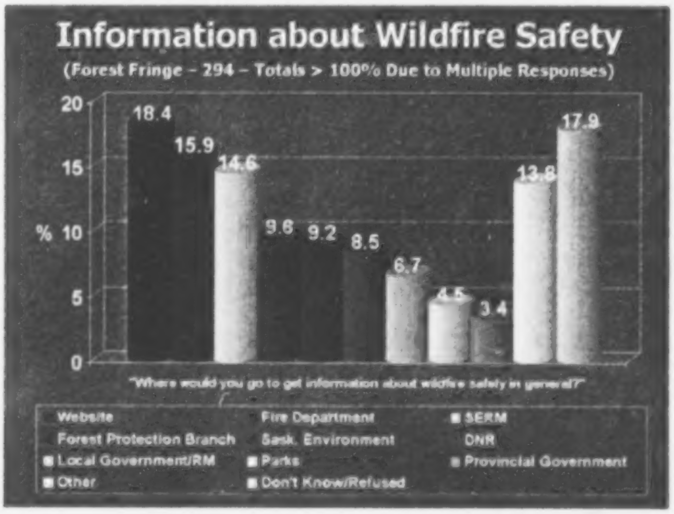


Chart 101 compares the results for the Top Six **Wildfire Safety Information Sources** listed by *Forest Fringe* respondents on the *September, 2006 Fire Awareness Survey*, with the results for the same information sources on the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-6.1%) in the percentage of respondents who named **DNR** as their information source.

Chart 101

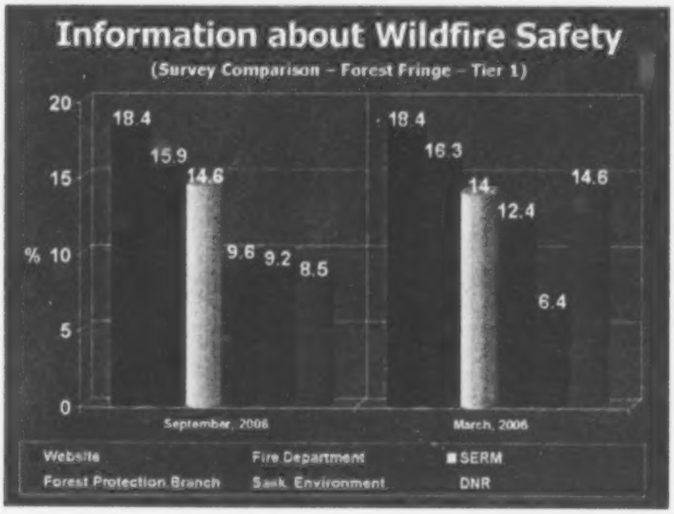
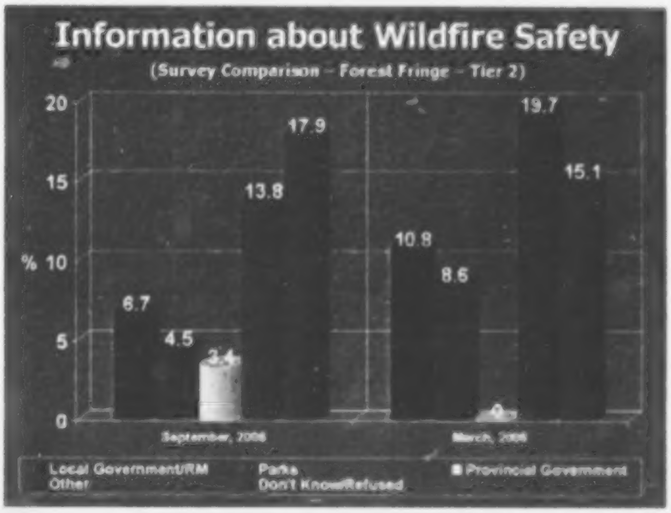


Chart 102 compares the results for the Bottom Five **Wildfire Safety Information Sources** listed on the *September, 2006 Fire Awareness Survey*, with the results for the same information sources on the *March, 2006 Fire Awareness Survey*. This comparison shows a decrease in *Forest Fringe* respondents listing **Local Governments/RMs** (-4.1%), and **Parks** (-4.1%) as information sources for Wildfire Safety.

Chart 102



The 601 *Provincial* survey respondents were asked if they could recall seeing or hearing information about wildfire safety during the past year. Chart103 shows 52.4% of these respondents recalled seeing or hearing information about wildfire safety during the previous twelve months.

Chart 103

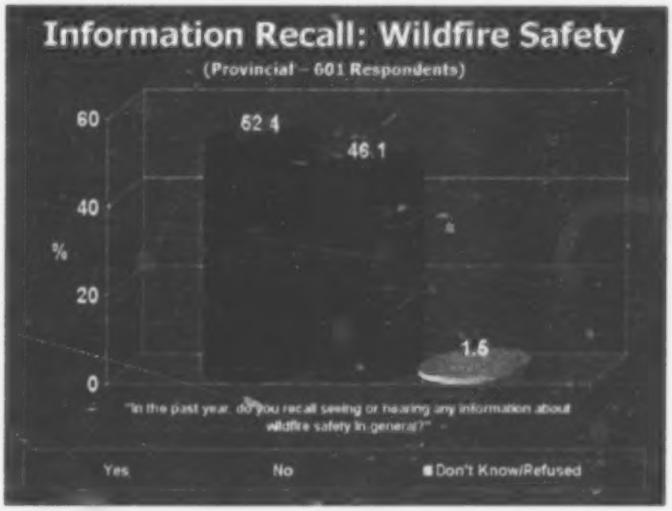


Chart 104 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows an increase (+7.5%) in the percentage of *Provincial* respondents who say they can recall seeing or hearing Information about Wildfire Safety during the past year.

Chart 104

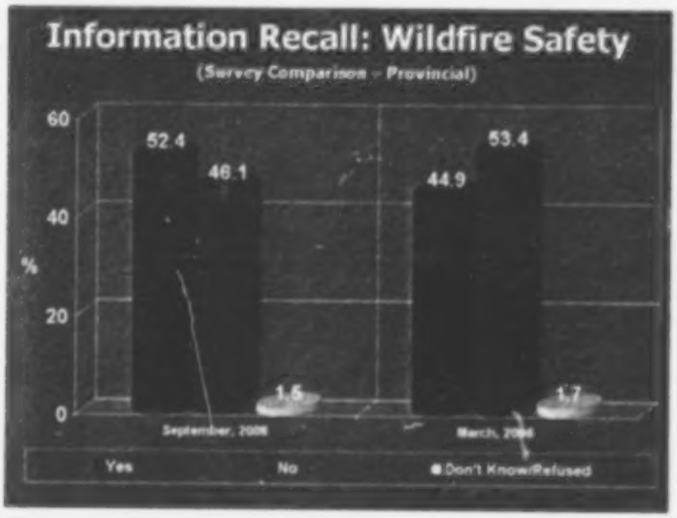


Chart 105 shows *Provincial* respondents who live in Communities of less than 20,000 Population were the *most likely* to recall seeing or hearing such information in the past year (67% vs. 52.4% for the Total Sample).

Chart 105

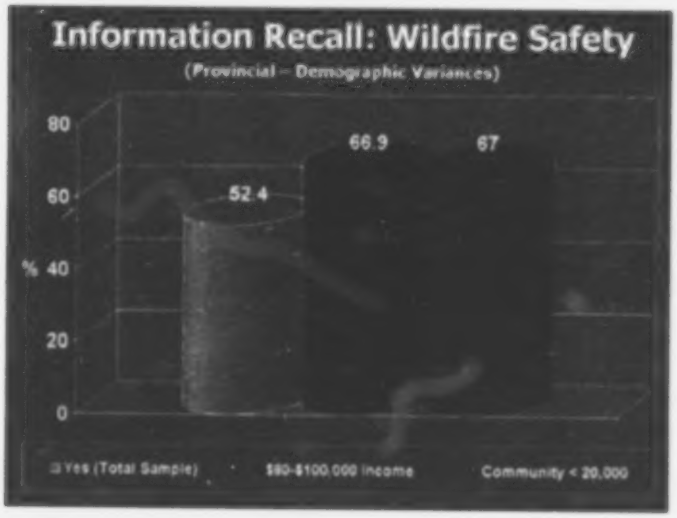


Chart 106 shows 56.8% of the 294 *Forest Fringe* survey respondents recall seeing or hearing Information about wildfire safety during the past year.

Chart 106

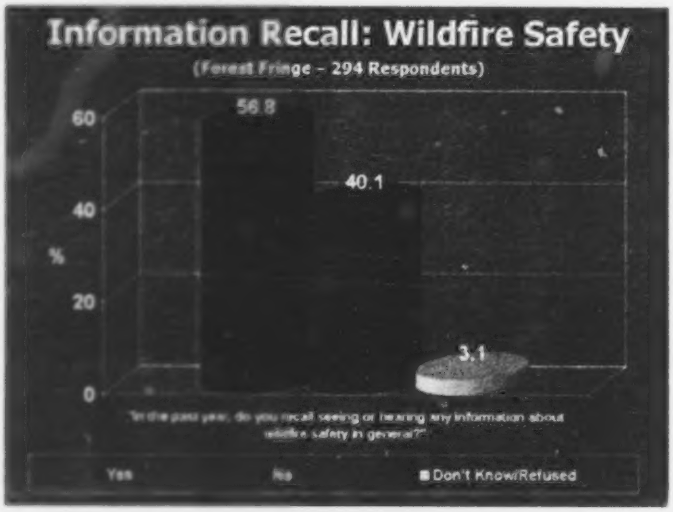


Chart 107 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+11.7%) in the percentage of *Forest Fringe* respondents who say they can recall seeing or hearing Information about Wildfire Safety during the past year.

Chart 107

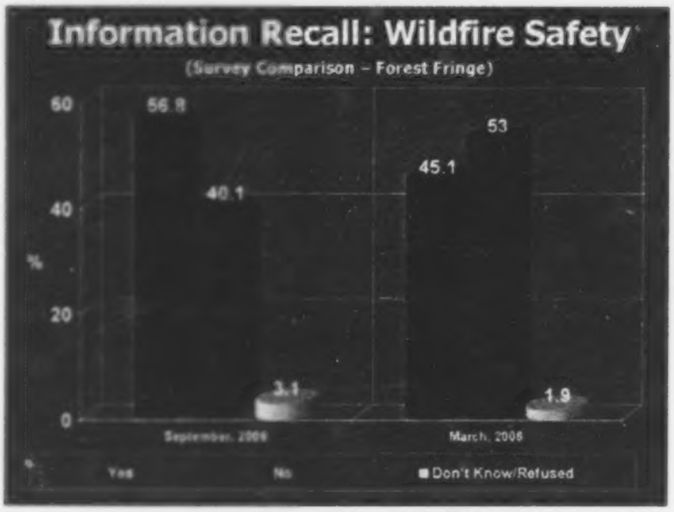
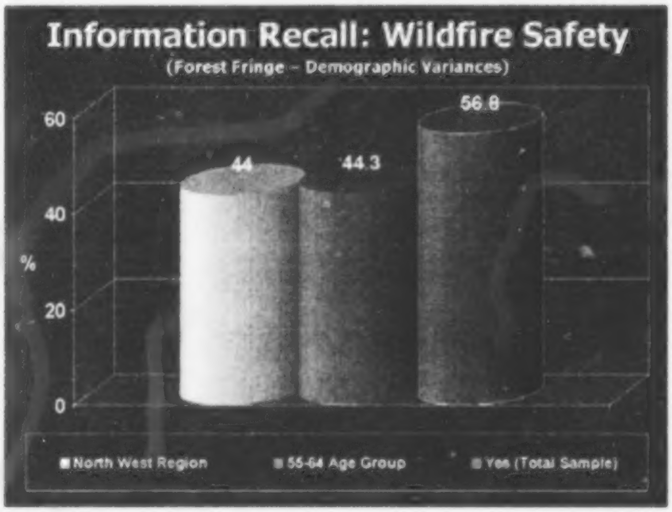


Chart 108 shows only two demographic sub-groups differed significantly from the Total Sample when it came to recall of information about wildfire safety in the past year. *Forest Fringe* respondents living in the North West Region and *Forest Fringe* respondents in the 55 to 64 Age Group were *less likely* than the Total Sample to say that they could recall seeing or hearing information about wildfire safety during the past year.

Chart 108



The 315 *Provincial* survey respondents who recalled seeing or hearing information about wildfire safety during the past year were asked if they had seen or heard this information in **news reports**. Chart 109 shows 62.3% of these respondents recall accessing such information through news reports.

Chart 109

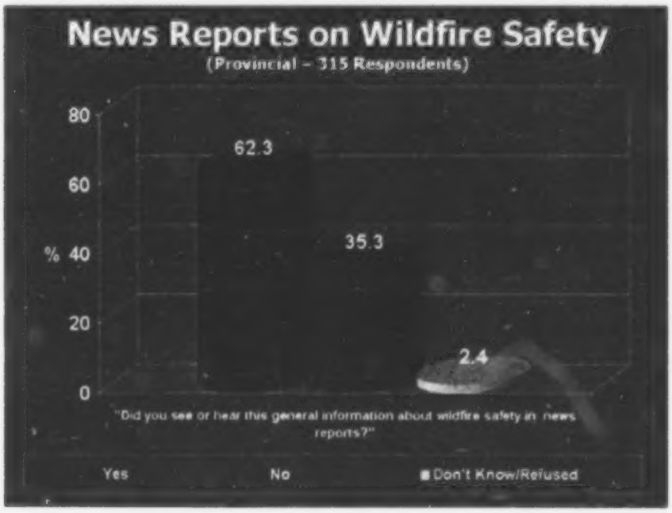


Chart 110 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey* on this question. This survey comparison shows no statistically significant variations in the percentage of *Provincial* respondents who recalled accessing information about wildfire safety through **news reports**.

Chart 110

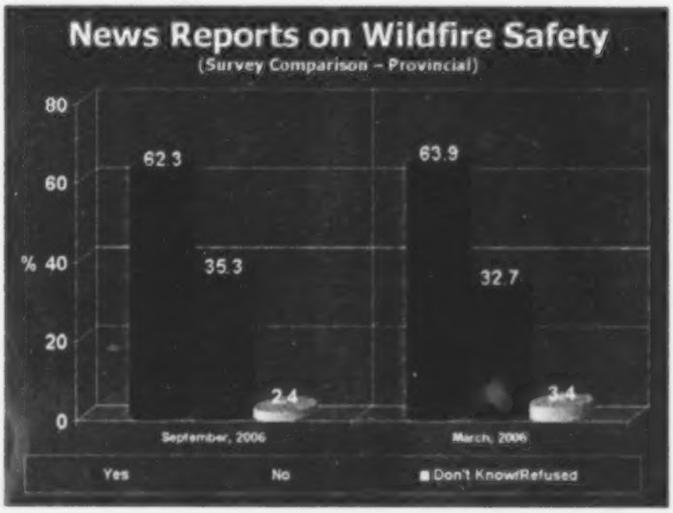


Chart 111 shows *Provincial* survey respondents with annual Household Incomes of $40,000 to $60,000 were the *least likely* of all to say they had seen or heard information about wildfire safety in news reports (51.6% vs. 62.3% for the Total Sample).

Chart 111

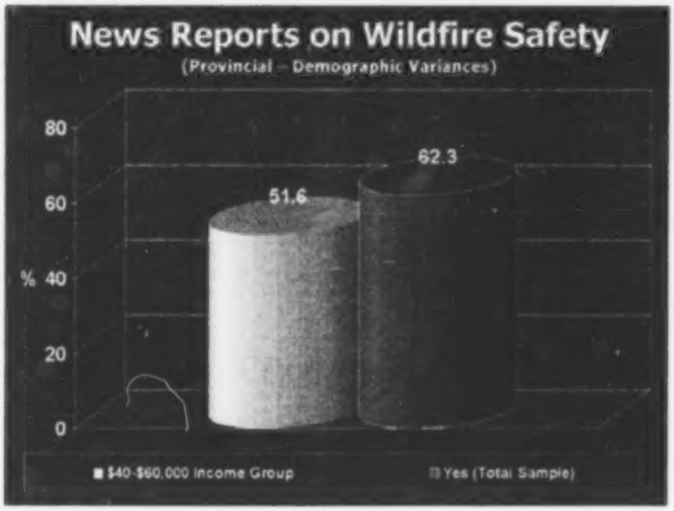


Chart 112 shows 63.4% of the 167 *Forest Fringe* respondents who recall seeing or hearing information about wildfire safety over the past year recalled accessing the information through news reports.

Chart 112

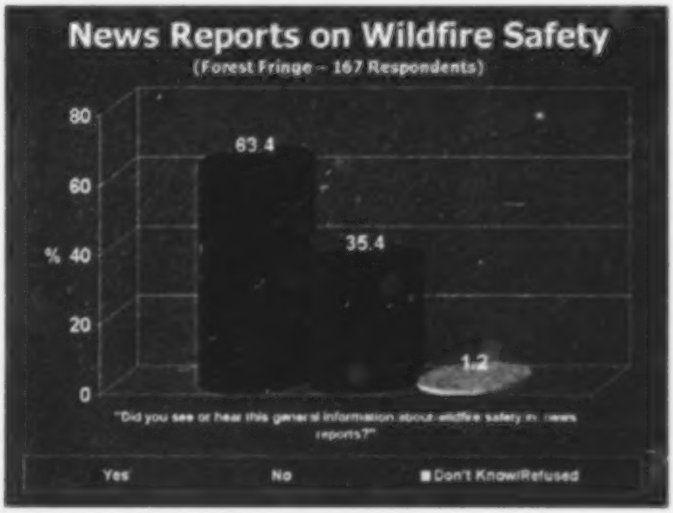


Chart 113 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations between the two surveys with respect to the percentage of *Forest Fringe* respondents who recall accessing information about wildfire safety through news reports.

Chart 113

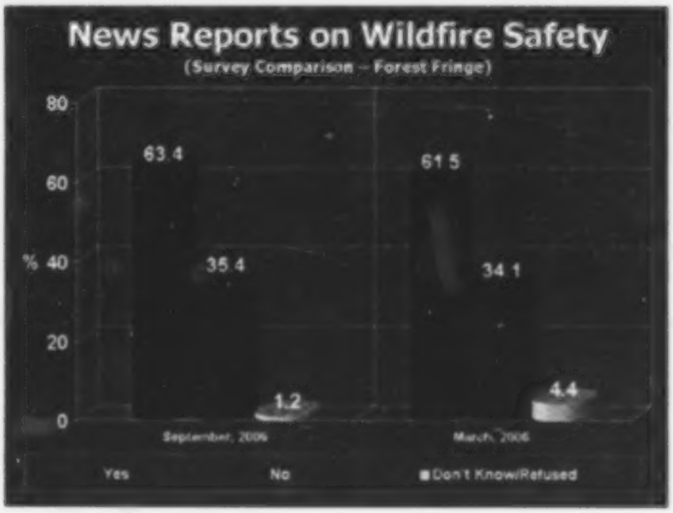
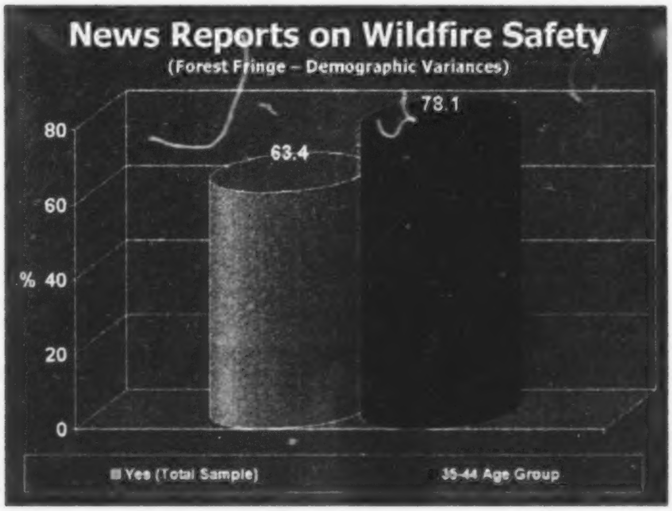


Chart 114 shows *Forest Fringe* respondents from the 35 to 44 Age Group, were the *most likely* of all to say they had accessed wildfire safety information through **news reports** (78.1% vs. 63.4% for the Total Sample).

Chart 114



The 196 *Provincial* survey respondents, who recalled accessing information about wildfire safety in news report, were asked **where** they saw or heard those news reports. Again, because they could list more than one location, the responses will total in excess of 100%. **Chart 115** shows 71.2% of these respondents recalled seeing news reports on **television**, while 34.8% recalled hearing news reports on radio.

Chart 115

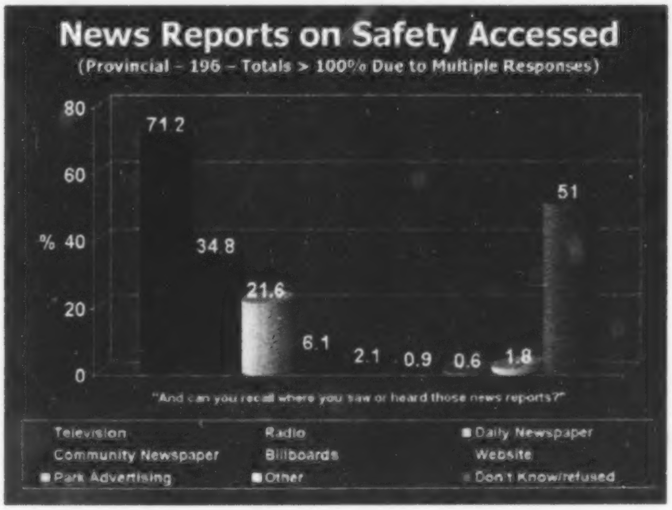


Chart 116 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease in the percentage of *Provincial* respondents who say they accessed news reports about wildfire safety on **television** (-5.3%) and those who say they accessed news report in their **community newspaper** (-5%).

Chart 116

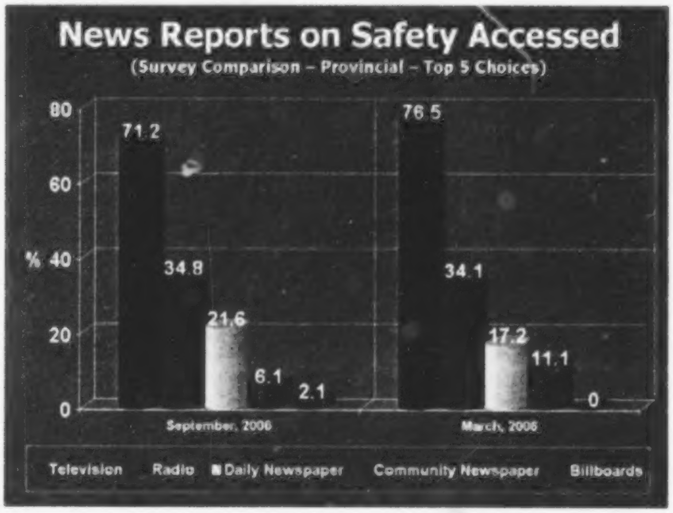


Chart 117 shows 74.9% of the *Forest Fringe* respondents who recall accessing information about wildfire safety in news reports, recalled **television** as the source of those news reports. 32.5% listed radio as the source of such news reports.

Chart 117

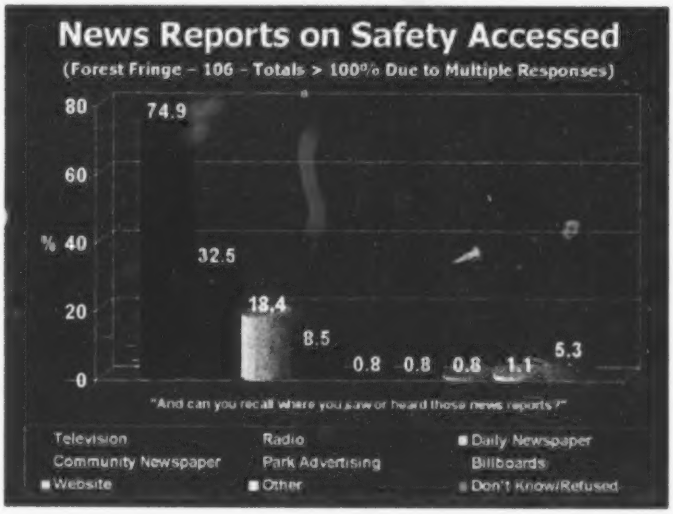


Chart 118 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-5.8%) in the percentage of *Forest Fringe* respondents who said they recalled seeing news reports about wildfire safety on radio, and a decrease in those who say they accessed such news reports in their **daily newspaper** (-4.6%).

Chart 118

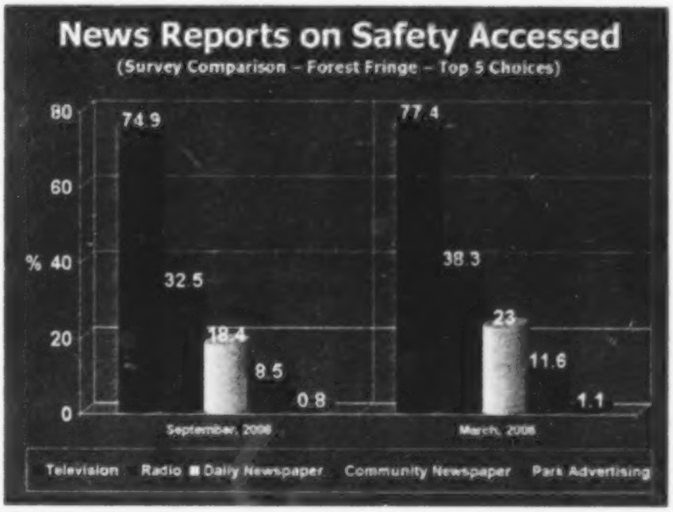


Chart 119 shows 80% of the *Provincial* survey respondents who recall seeing or hearing information about wildfire safety in the past year, recall seeing or hearing **advertisements** about this information.

Chart 119

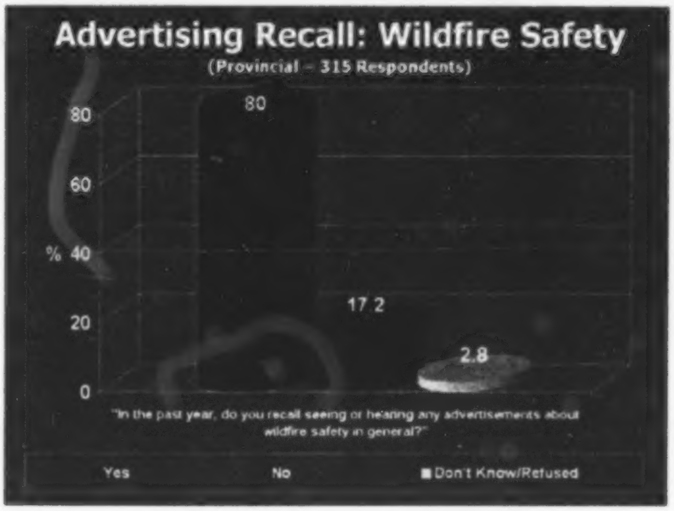


Chart 120 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variation in the percentage of *Provincial* respondents who recalled seeing or hearing advertisements about wildfire safety.

Chart 120

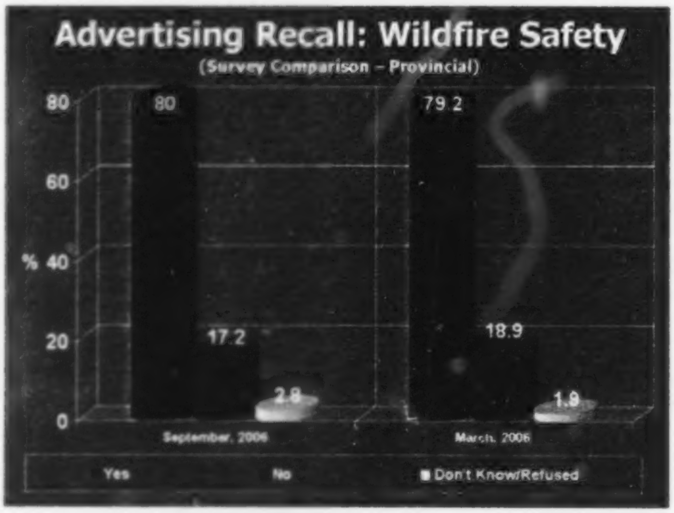


Chart 121 shows *Provincial* respondents in the 55 to 64 Age Group were the *least likely* of all demographic sub-groups to say they had seen or heard advertisements in the past year on the issue of wildfire safety.

Chart 121

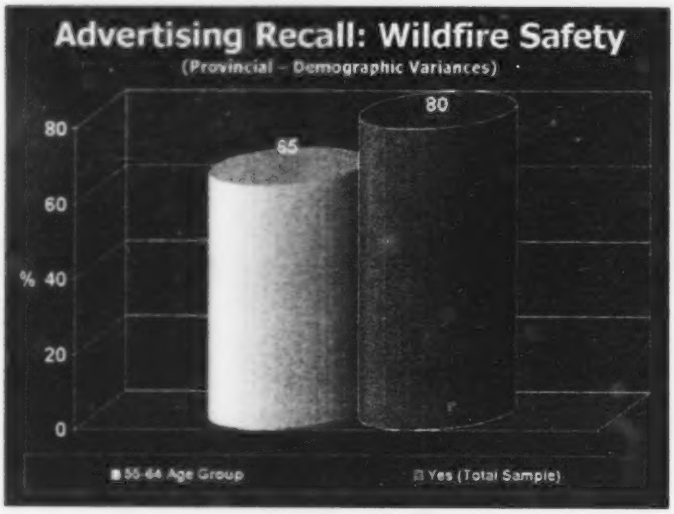


Chart 122 shows 82% of the *Forest Fringe* survey respondents who recall seeing or hearing information about wildfire safety in the past year, recall seeing or hearing **advertisements** on this topic.

Chart 122

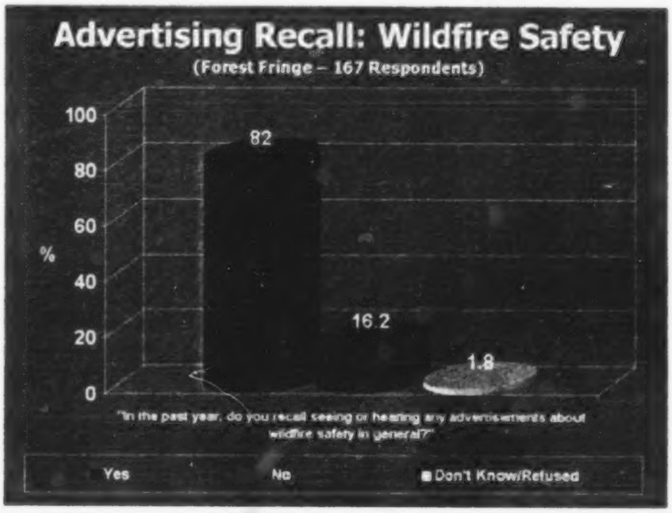
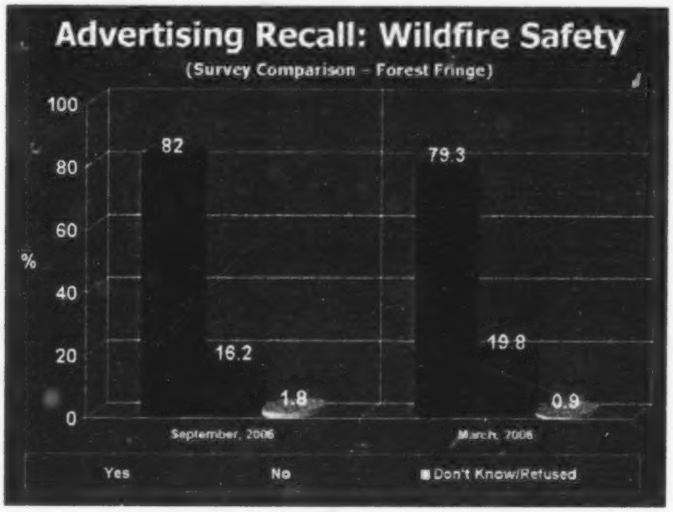


Chart 123 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows no statistically significant variations in the percentage of *Forest Fringe* respondents who recalled seeing or hearing **advertisements** about wildfire safety.

Chart 123



The 252 *Provincial* survey respondents who recalled seeing or hearing advertisements on the topic of wildfire safety were asked where they saw or heard the advertisements. Because respondents were allowed to list more than one location, their responses will total in excess of 100%. Chart 124 shows 65.4% of these respondents recall **television** advertisements on this topic, while 38.5% recall radio advertisements on the topic.

Chart 124

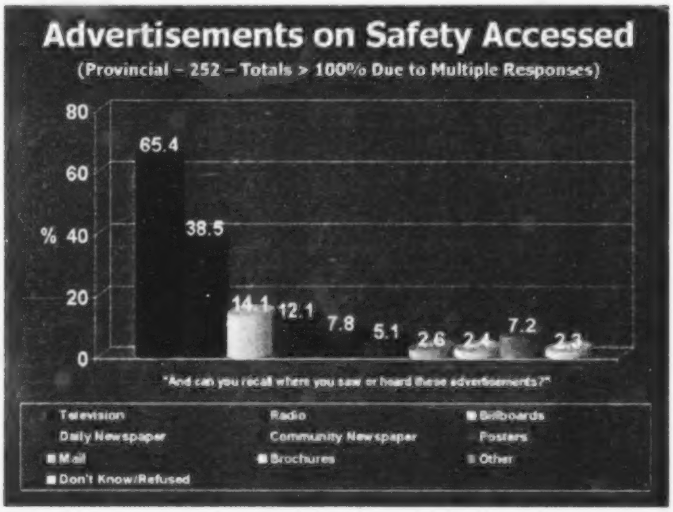


Chart 125 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows a decrease in the percentage of respondents who said they recalled seeing **television** advertisements (-9.7%), and an increase in the percentage of respondents who said they recalled **radio** advertisements (+9.7%).

Chart 125

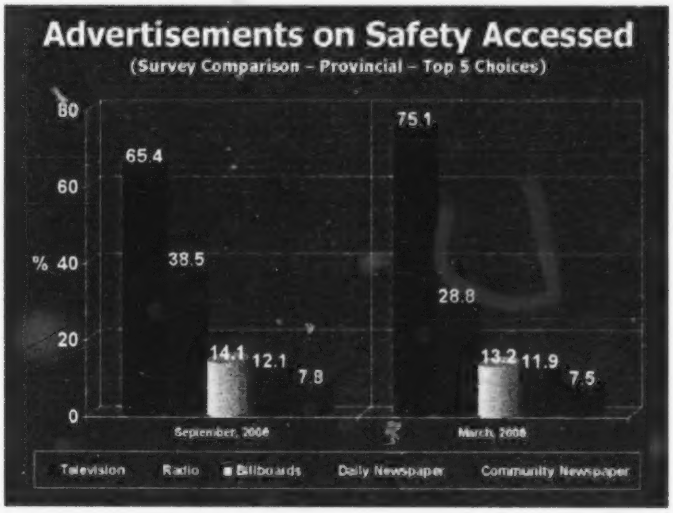


Chart 126 shows 60.7% of the 137 *Forest Fringe* survey respondents who recalled seeing or hearing advertisements on wildfire safety over the past year recalled television advertisements, while 35.3% of these respondents recalled radio advertisements.

Chart 126

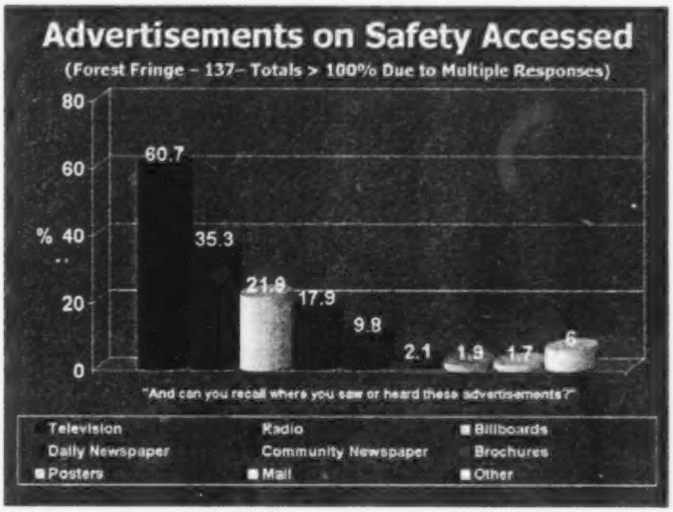
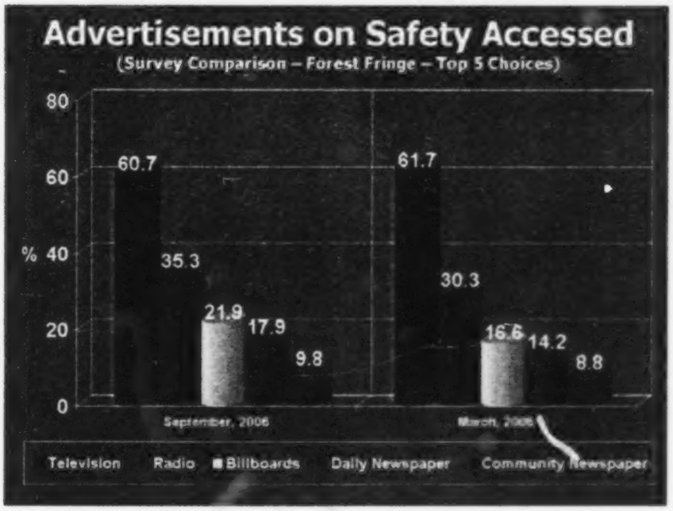


Chart 127 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase in the percentage of *Forest Fringe* respondents who said they recalled radio advertisements (+5%), and billboard advertisements (+5.3%).

Chart 127



The 252 *Provincial* survey respondents who recalled seeing or hearing advertisements in the past year on the topic of wildfire safety, were asked if they could recall the specific message or theme of the advertisements. Because respondents were allowed to list more than one answer, their responses will total in excess of 100%. Chart 128 shows 27.8% of these respondents said the main message of the advertisements was *"Make sure your fire is out"*.

Chart 128

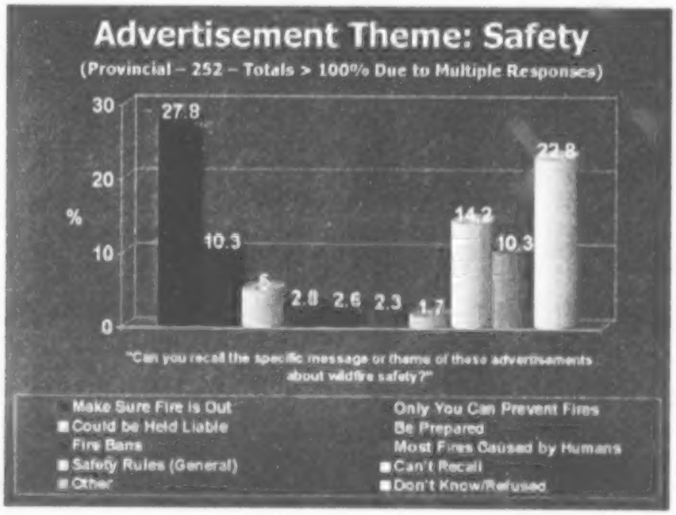


Chart 129 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+5%) in the percentage of respondents who said the theme or message of the wildfire safety advertising was that those responsible could be held liable.

Chart 129

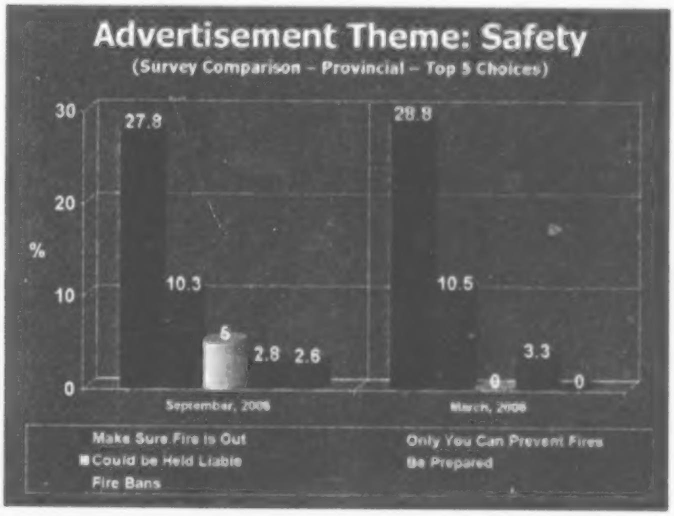


Chart 130 shows 28.3% of the *Forest Fringe* survey respondents who recalled seeing or hearing advertisements about wildfire safety in the past year, recalled the message or theme of the advertisements being *"Make sure your fire is out"*..

Chart 130

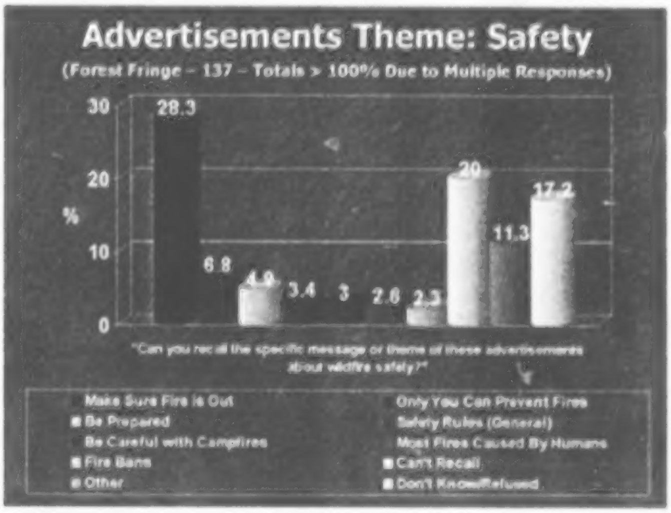


Chart 131 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations between the two surveys on this question.

Chart 131

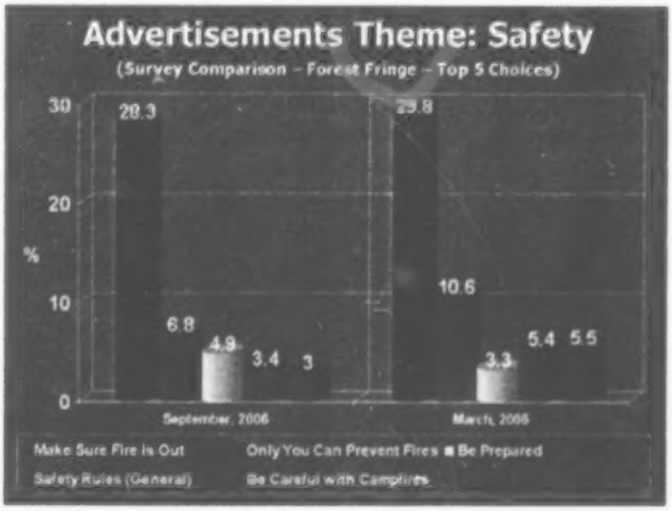


Chart 132 shows 69.7% of the *Provincial* survey respondents who recalled seeing or hearing information about wildfire safety during the past year, do not recall any of that information coming from sources beyond news reports or advertisements.

Chart 132

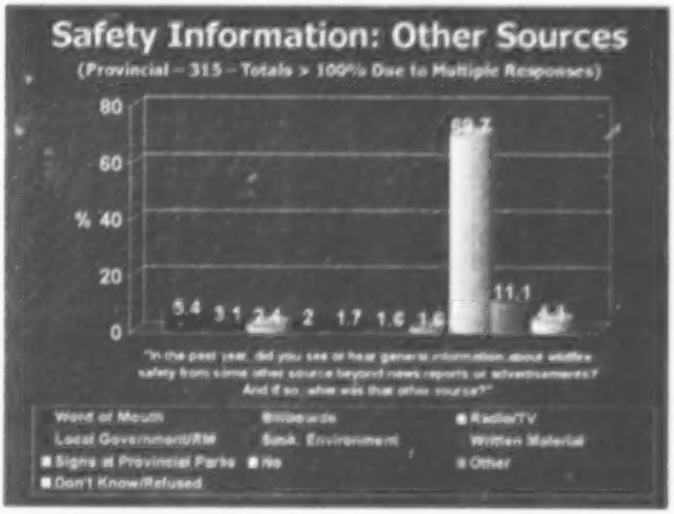


Chart 133 shows that *Provincial* respondents chose Word of Mouth as the main source of information about wildfire safety beyond news reports or advertisements in both the *September, 2006 Fire Awareness Survey* and the *March, 2006 Fire Awareness Survey.*

Chart 133

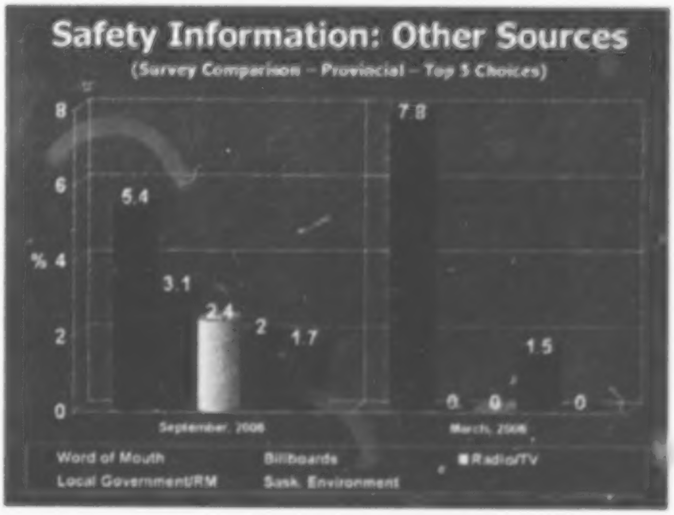
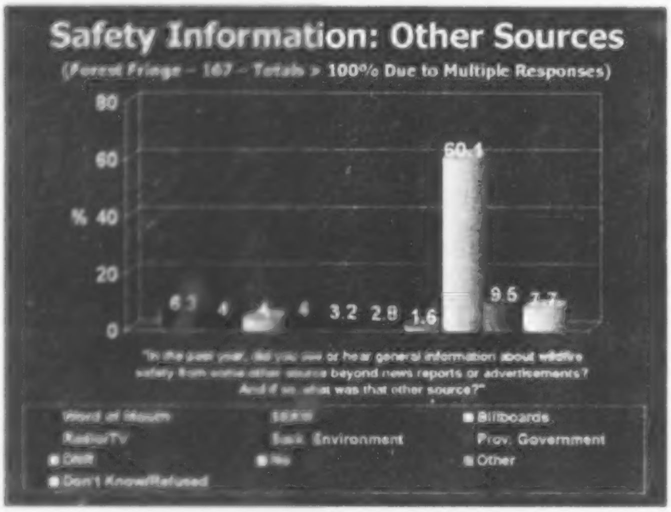


Chart 134 shows 60.1% of the *Forest Fringe* survey respondents who recalled seeing or hearing information about wildfire safety during the past year, do not recall any of that information coming from sources beyond news reports or advertisements.

Chart 134



Like their Provincial counterparts, Chart 135 shows that Forest Fringe respondents also chose Word of Mouth as the main source of information about wildfire safety beyond news reports or advertisements in both the *September, 2006 Fire Awareness Survey* and the *March, 2006 Fire Awareness Survey*.

Chart 135

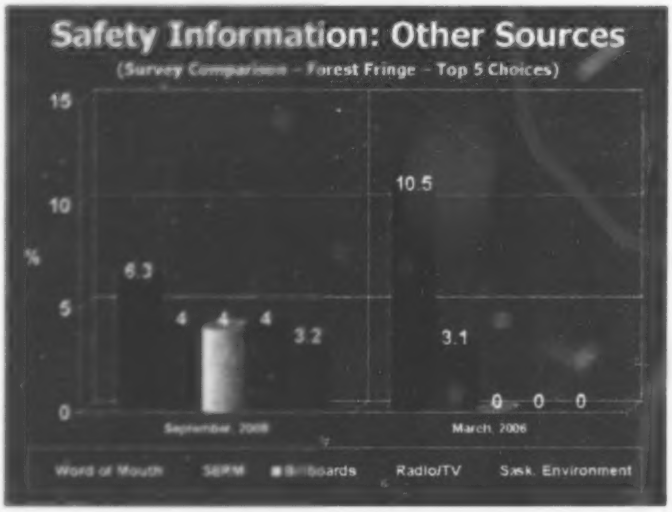


Chart 136 shows 64.1% of the 601 *Provincial* survey respondents recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message: **"Be Prepared...Don't Let Your Fire Go Wild"**.

Chart 136

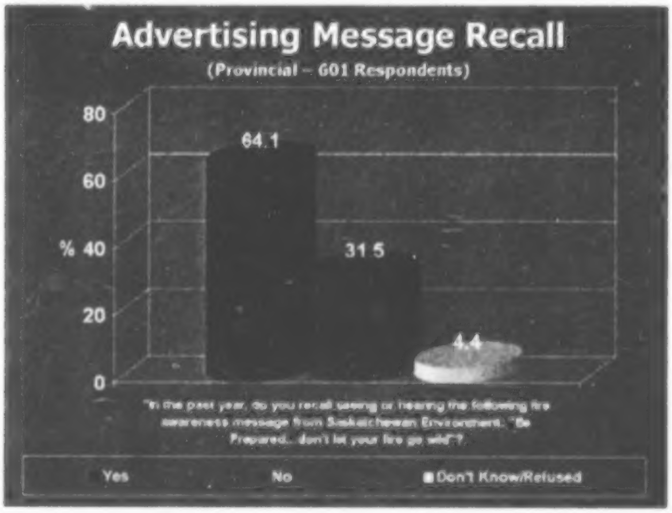


Chart 137 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows an increase (+13.9%) in the percentage of *Provincial* respondents who recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message: **"Be Prepared...Don't Let Your Fire Go Wild"**.

Chart 137

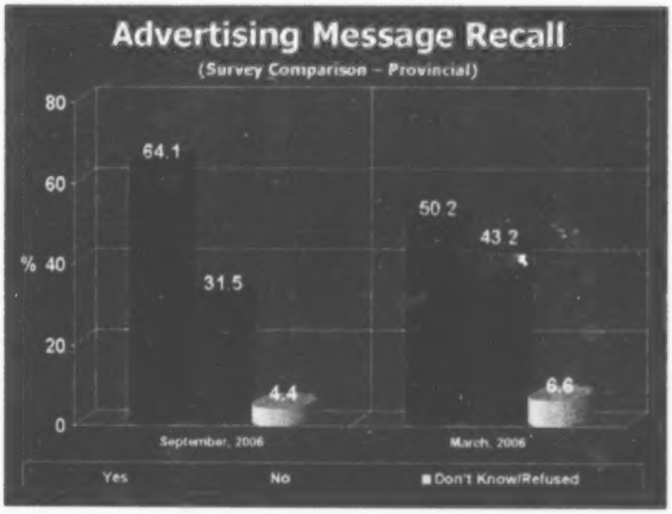


Chart 138 shows *Provincial* respondents with annual Household Incomes of $100,000 or More were the *least likely* of all to recall seeing or hearing the Saskatchewan Environment Fire Awareness Message: "Be Prepared...Don't Let Your Fire Go Wild" (49.7% vs. 64.1% for the Total Sample). Respondents 65 Years of Age and Older were the *most likely* of all to say they recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message (76.7% vs. 64.1% for the Total Sample).

Chart 138

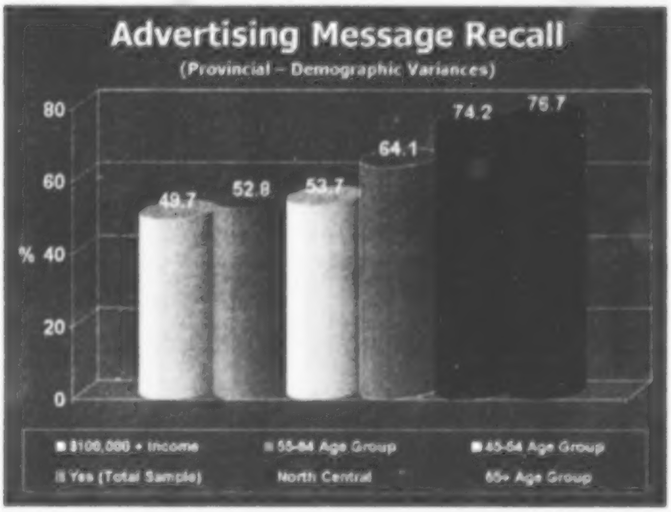


Chart 139 shows 69.5% of the *Forest Fringe* survey respondents recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message, "Be Prepared...Don't Let Your Fire Go Wild".

Chart 139

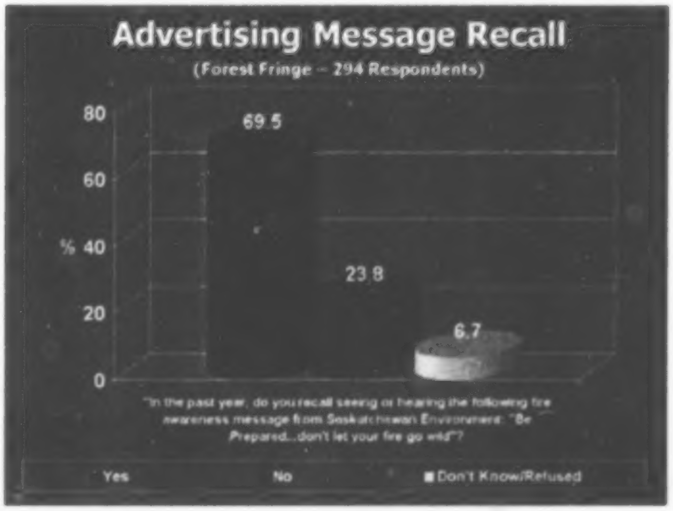


Chart 140 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+8.8%) in *Forest Fringe* respondents who recall seeing or hearing the Saskatchewan Environment Fire Awareness Message: **"Be Prepared...Don't Let Your Fire Go Wild"**.

Chart 140

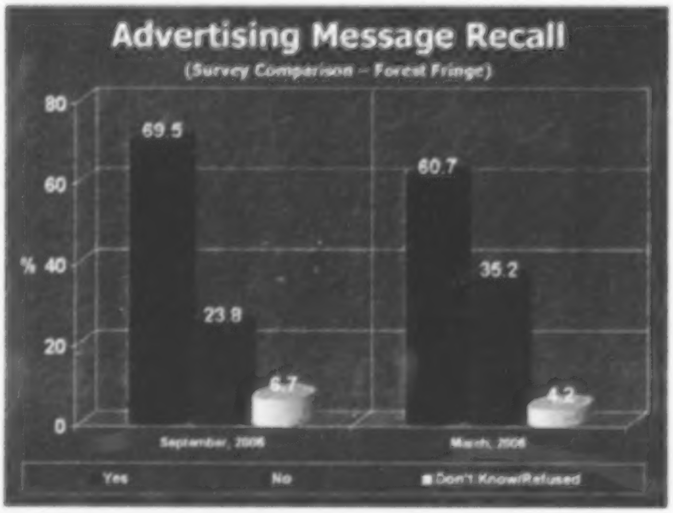
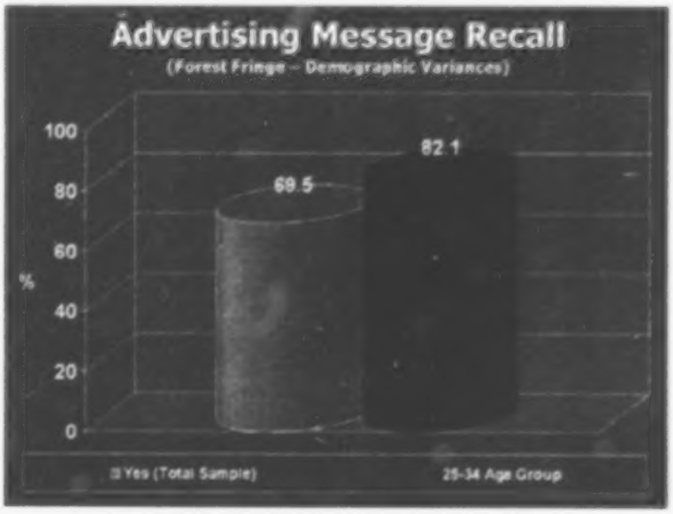


Chart 141 shows *Forest Fringe* respondents from the 25 to 34 Age Group were the *most likely* to say they recalled the Saskatchewan Environment Fire Awareness Message (82.1% vs. 69.5% for the Total Sample).

Chart 141



The 385 *Provincial* survey respondents who recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message were asked where they recalled seeing or hearing it. Because respondents could provide more than one location, their responses will total more than 100%. Chart 142 shows 60.3% of these respondents recall accessing the message on television. 32% recall accessing the message on radio.

Chart 142

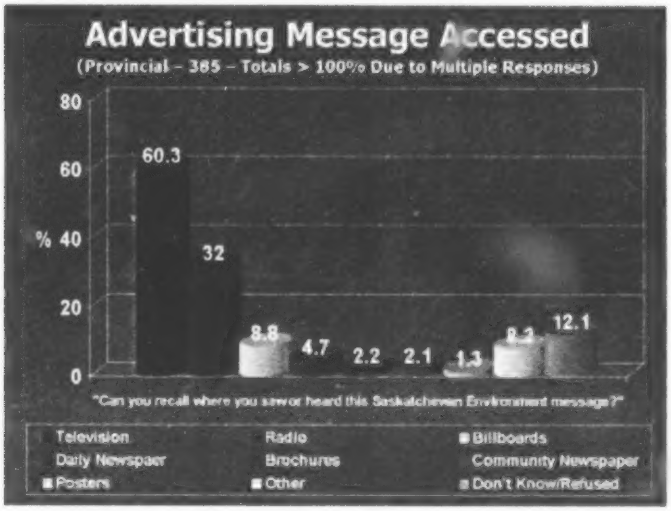


Chart 143 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows no statistically significant variations between the two surveys on this question.

Chart 143

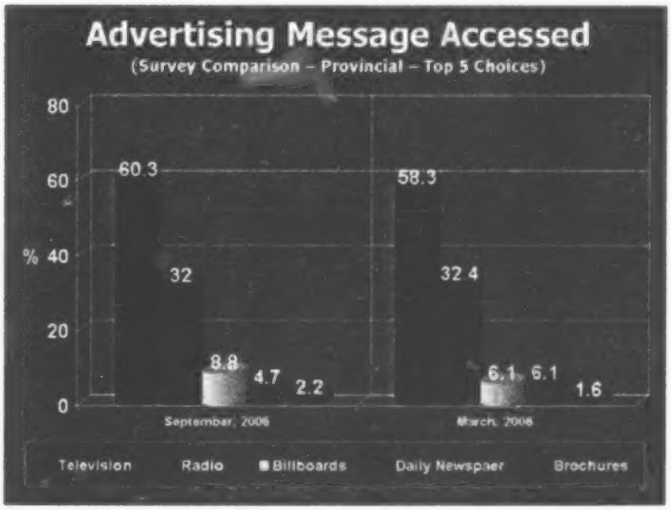


Chart 144 shows 44.3% of the *Forest Fringe* survey respondents who recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message, recalled accessing the message on television. 37.5% recalled accessing the message on radio.

Chart 144

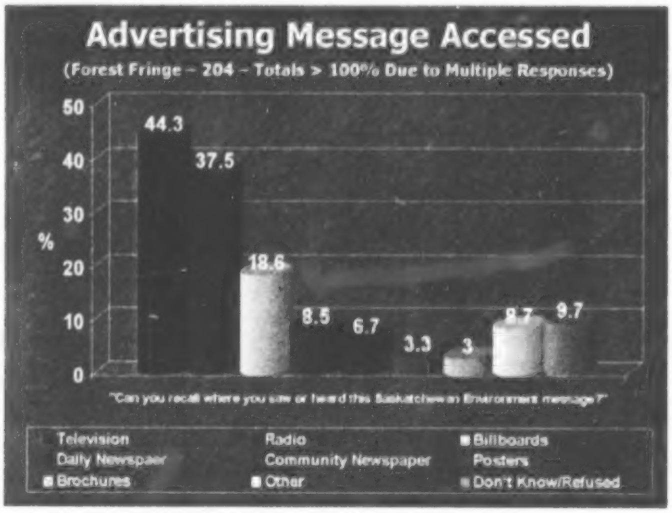
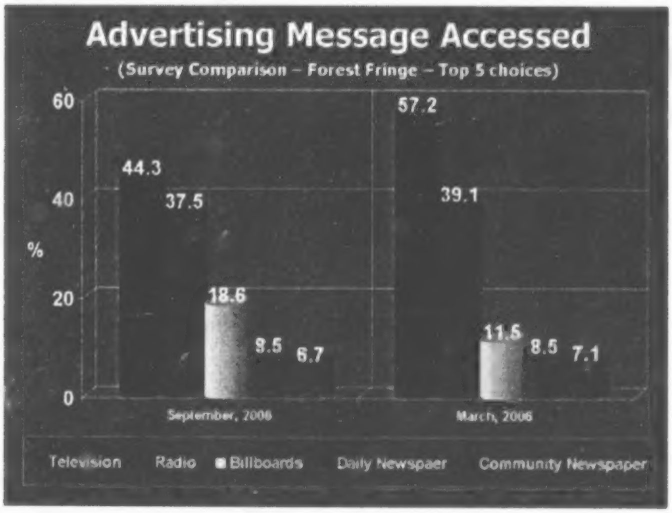


Chart 145 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows a decrease (-12.9%) in the percentage of *Forest Fringe* respondents who recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message on television, and an increase (7.1%) in the percentage of respondents who accessed the message on billboards.

Chart 145



In the next survey question, respondents were given a **detailed description** of a television advertisement concerning wildfire safety, and were asked if they recalled seeing that specific advertisement in the past year. The description of the advertisement was as follows:

"The advertisement opens with words on a black screen: "Conditions Hot, Dry, and Windy. One Spark". Then you see a picture of a forest fire raging on a hillside, followed by more words on a black screen: "350 wildfires started by people." Next you see a picture of a man and a woman picking through what looks like the remains of a burned out home, followed by these words on a black screen: "You may be held liable". Then you see a picture of what looks like an entire neighborhood of homes burned to the ground, concluding with these words on a black screen: "Be prepared... don't let your fire go wild." Do you recall seeing that television advertisement in the past year or so?"

Chart 146 shows 48.3% of *Provincial* survey respondents recalled seeing this **specific** television advertisement.

Chart 146

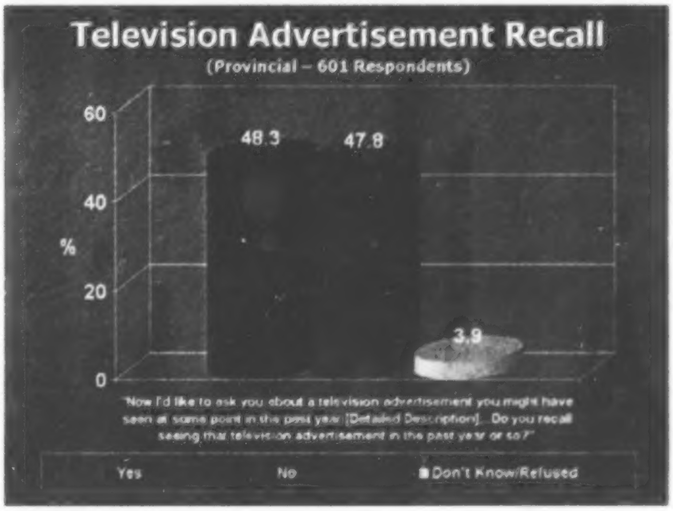


Chart 147 on the following page compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows an increase (+9.4%) in the percentage of *Provincial* respondents who recalled seeing this specific television advertisement concerning wildfire safety.

Chart 147

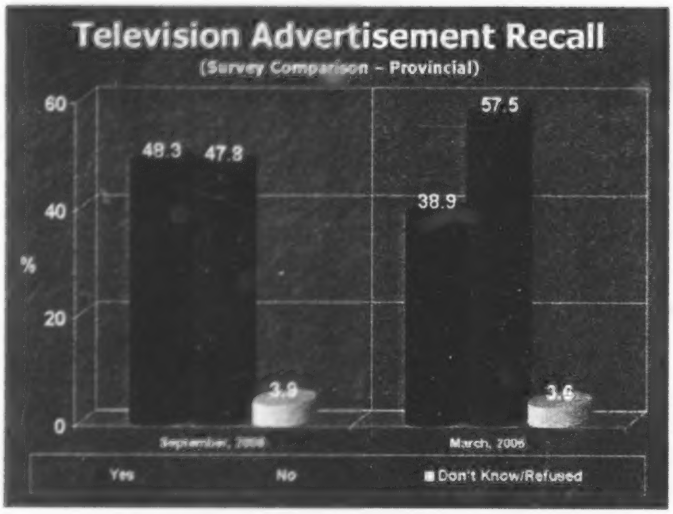


Chart 148 shows *Provincial* survey respondents from the 55 to 64 Age Group were *least likely* to recall seeing the specific television advertisement (35.8% vs. 48.3% for the Total Sample). At the other end of the scale, respondents living in Communities of Less Than 20,000 were the *most likely* of all to recall this television ad (62.1% vs. 48.3% for the Total Sample).

Chart 148

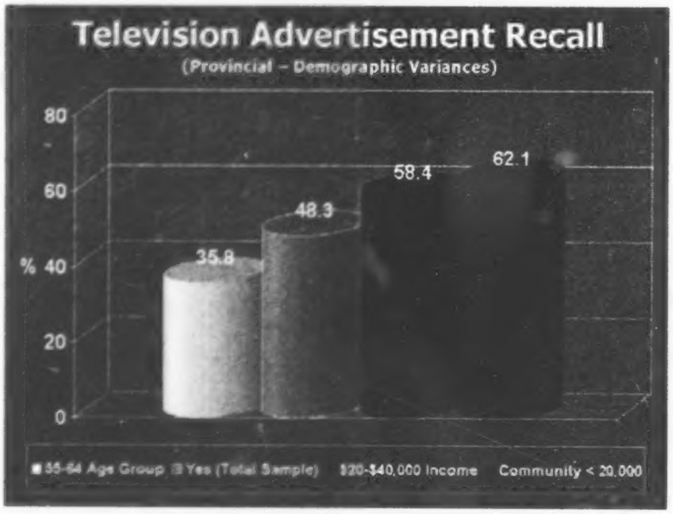


Chart 149 shows 45.1% of the *Forest Fringe* survey respondents recalled the specific Saskatchewan Environment television advertisement described.

Chart 149

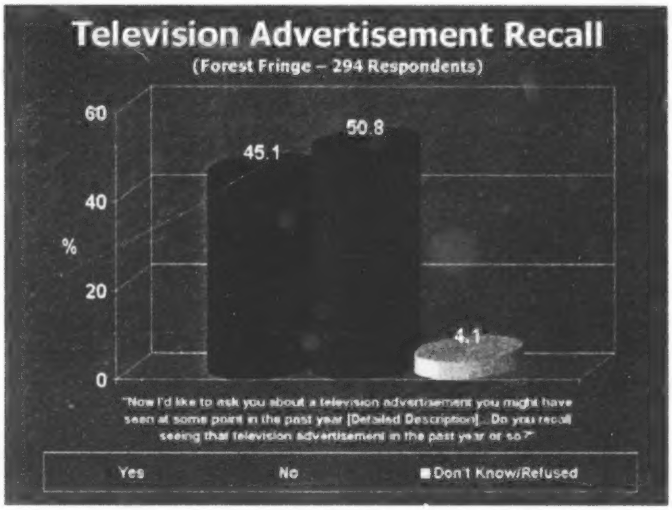


Chart 150 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This survey comparison shows an increase (+9.7%) in the percentage of *Forest Fringe* respondents who recalled seeing the specific television advertisement concerning wildfire safety.

Chart 150

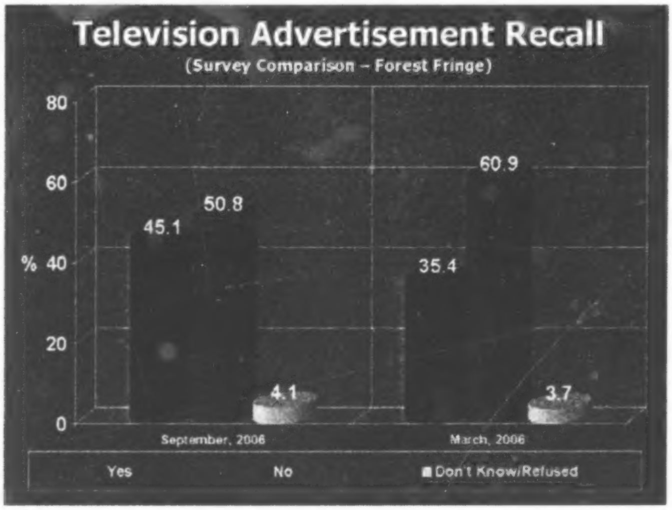


Chart 151 shows *Forest Fringe* survey respondents from the 55 to 64 Age Group were *least likely* to recall seeing the specific television advertisement (31.6% vs. 45.1% for the Total Sample). At the other end of the scale, respondents with annual Household Incomes between $60,000 and $80,000 were the *most likely* of all to recall the specific ad (58.5% vs. 45.1% for the Total Sample).

Chart 151

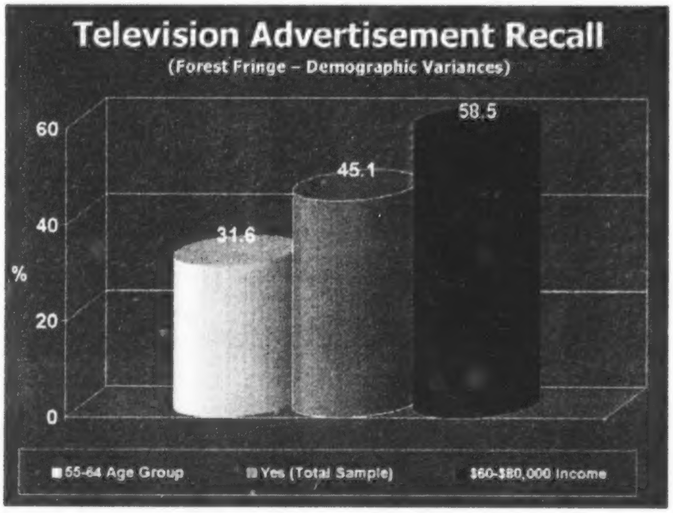


Chart 152 shows 5.8% of the 601 *Provincial* survey households have had a member visit the Saskatchewan Environment Website for information about wildfires.

Chart 152

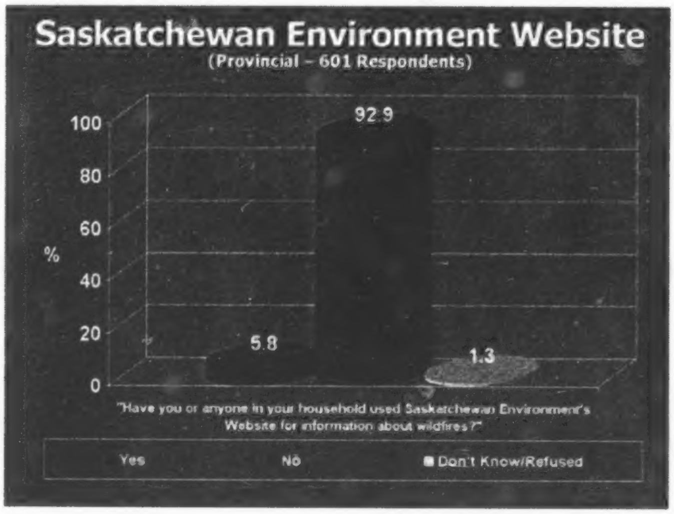


Chart 153 compares the results of the *September, 2006 Fire Awareness Survey* to the results of the *March, 2006 Fire Awareness Survey*. This comparison shows no statistically significant variations between the two surveys on this question.

Chart 153

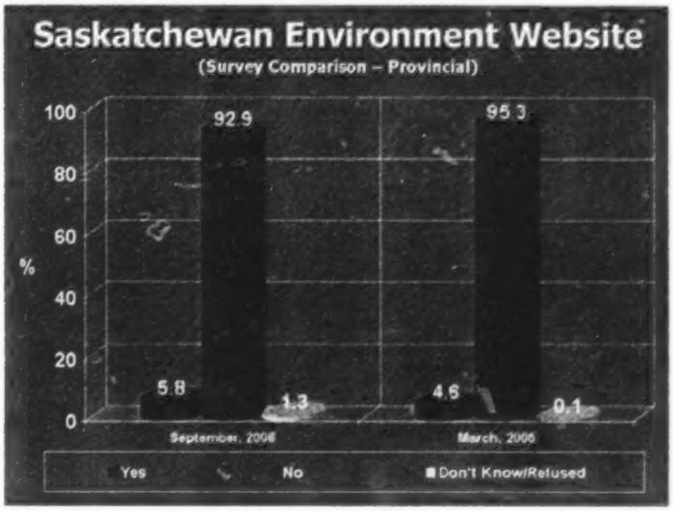


Chart 154 shows 7.7% of the *Forest Fringe* survey households have had a member visit the Saskatchewan Environment Website to find information about wildfires.

Chart 154

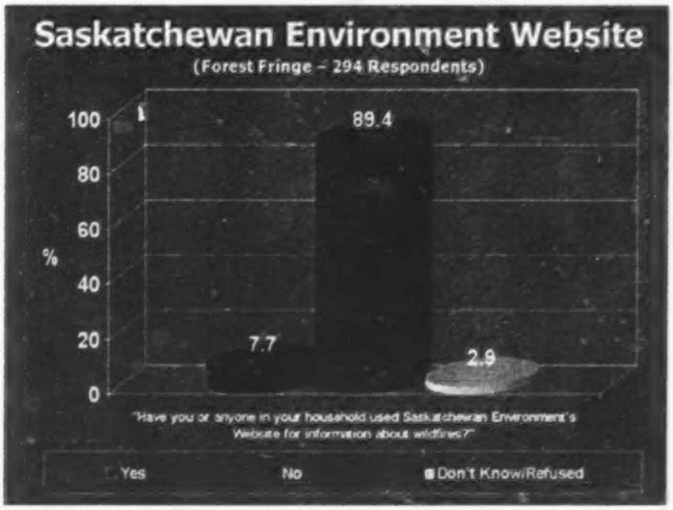
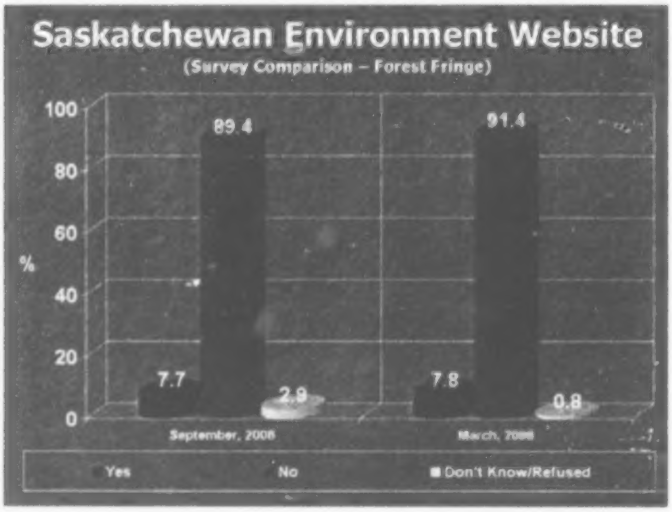


Chart 155 shows no statistically significant variations between the two surveys in the percentage of *Forest Fringe* respondents who have had a household member visit the Saskatchewan Environment Website for information about wildfires.

Chart 155



VIII. Demographic Characteristics of Survey Respondents

The following series of charts will display the demographic characteristics of the Fire Awareness Survey respondents. In each case, the demographic characteristics of the 601 *Provincial* respondents will be displayed first. Immediately following will be the demographic characteristics for the 294 *Forest Fringe* respondents. This grouping includes the 95 respondents from the Forest Fringe regions included within the 601 provincial survey sample, plus the over sample of 199 respondents conducted within the Forest Fringe Regions.

Chart 156

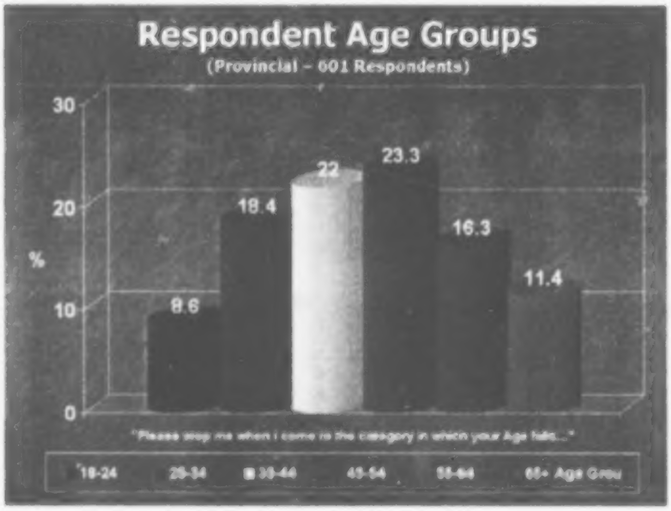


Chart 157

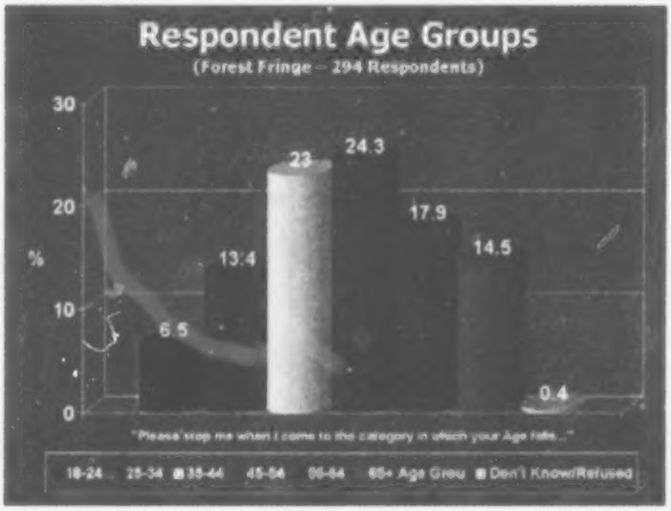


Chart 158

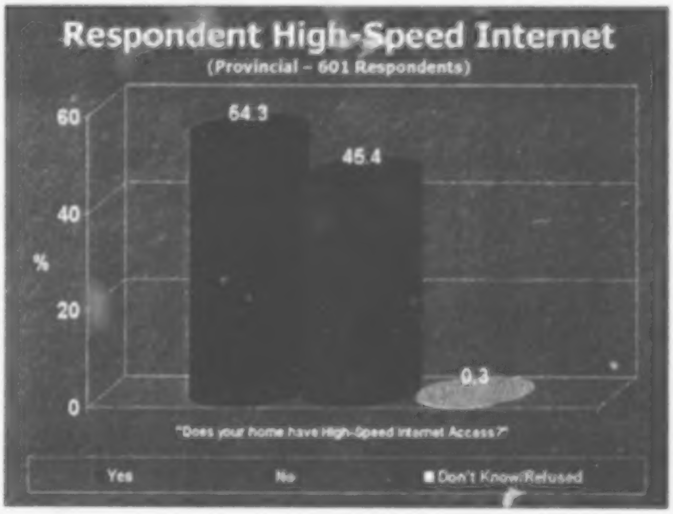


Chart 159

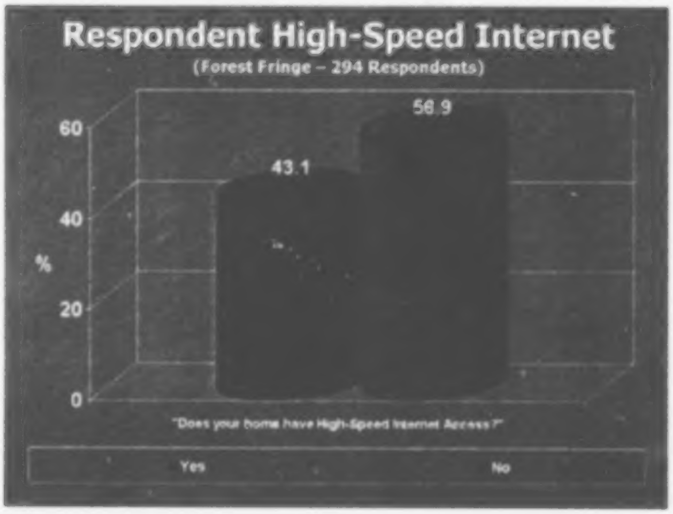


Chart 160

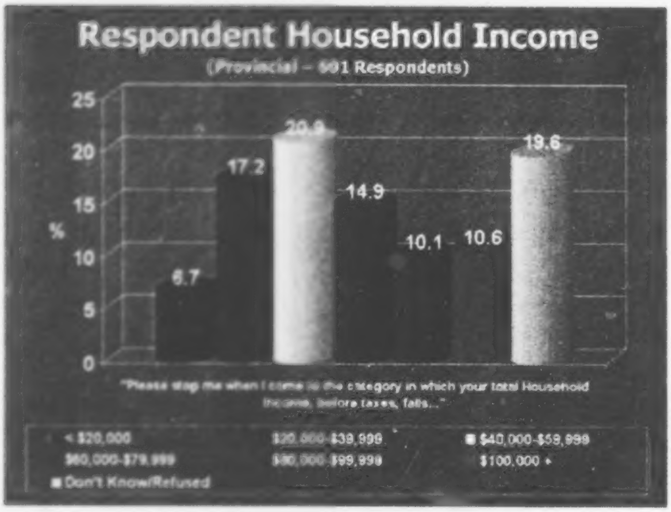


Chart 161

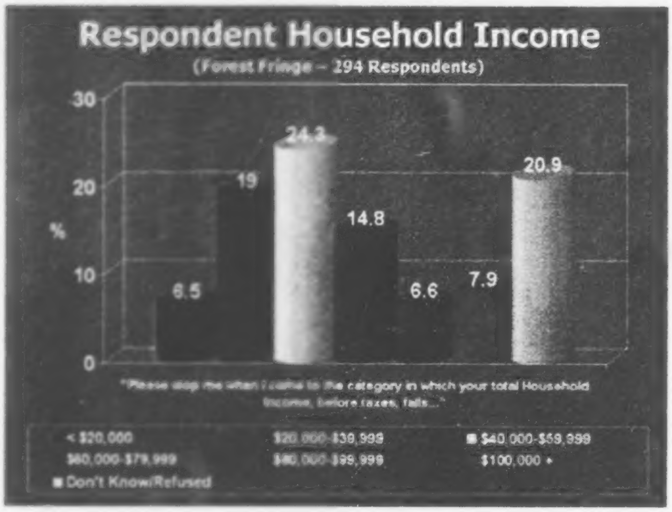


Chart 162

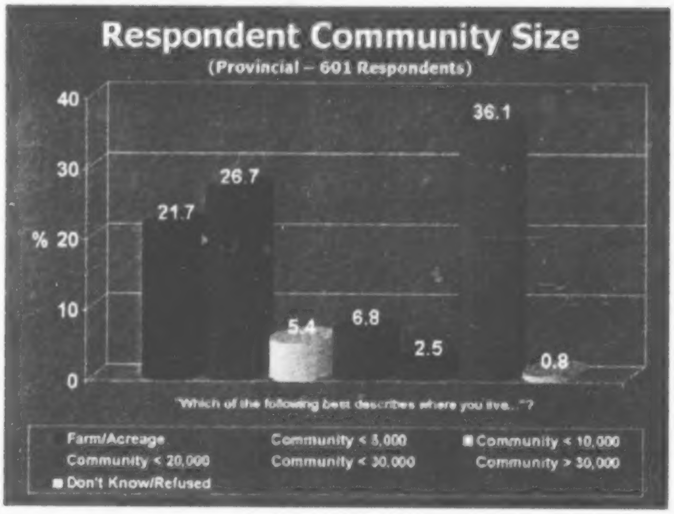


Chart 163

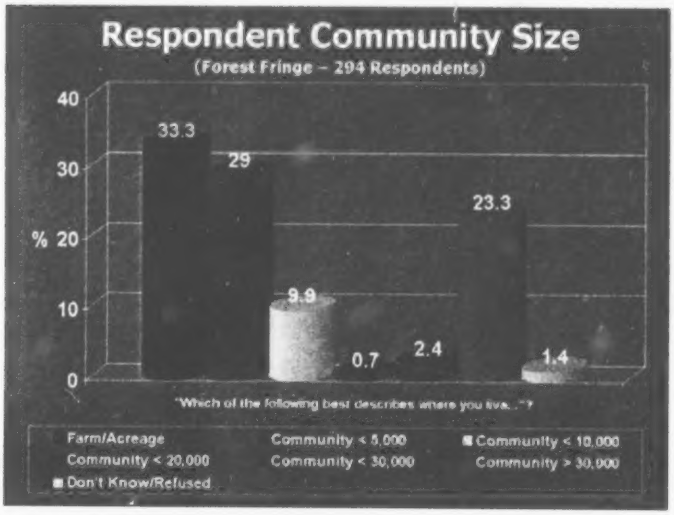
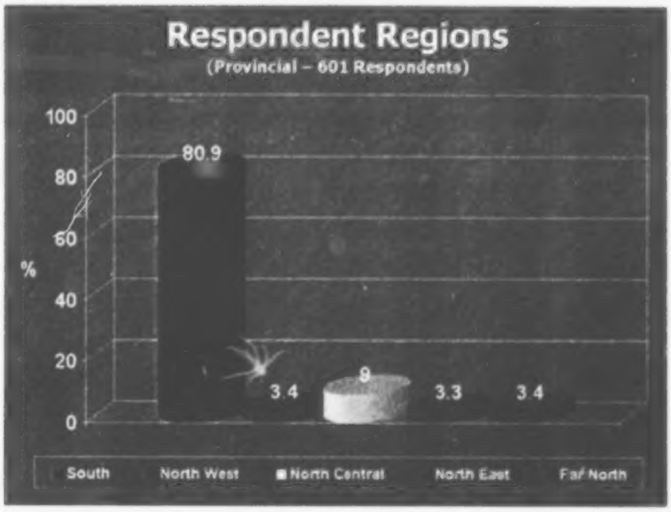


Chart 164



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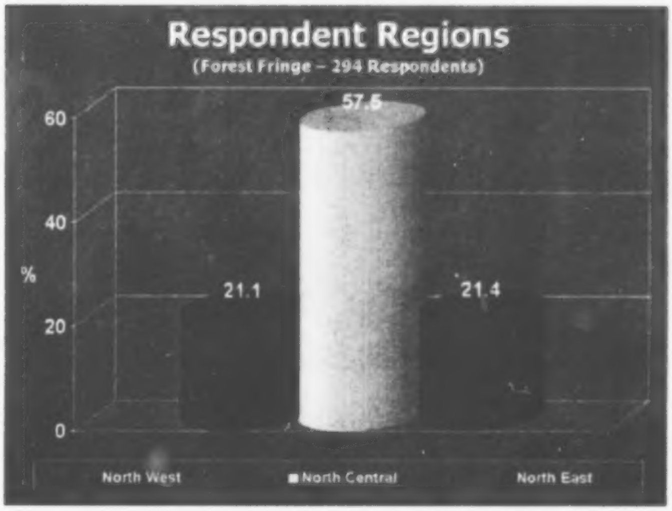

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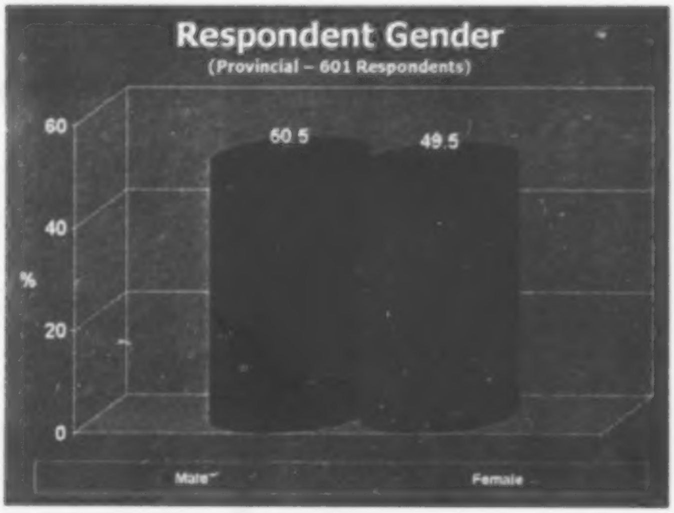

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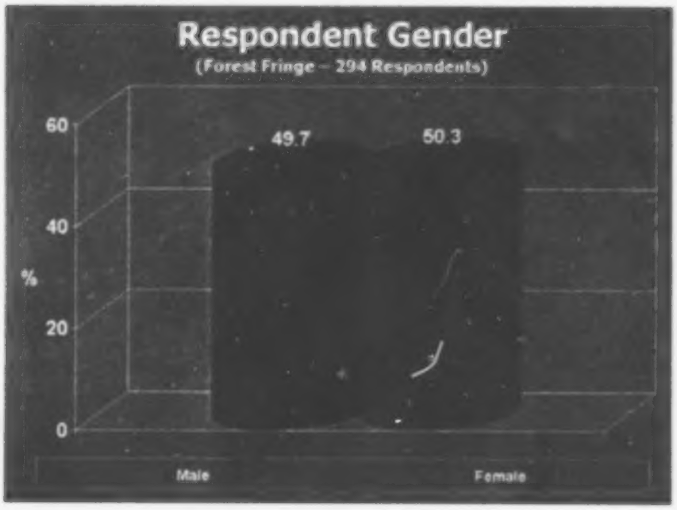

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Saskatchewan Research Parks: Public Awareness Survey

November 2006

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Executive Summary

The purpose of this survey is to determine the impressions and knowledge of Saskatchewan residents regarding Innovation Place and the Regina Research Park. A similar survey was conducted in 2003, 2004, and 2005; results from those surveys were used to compare to this year's data. The specific goals for this survey were to determine the awareness of Innovation Place and the Regina Research Park throughout Saskatchewan, and to determine the public's impression of the research parks.

Response Rate

With 1000 completed surveys and a confidence level of 95% the margin of error is +/- 3.1%. This means that we can be 95% sure that the results are within 3.1% of what the figures would be if the entire population of Saskatchewan was surveyed.

Innovation Place

Overall, 46.6% of those surveyed indicated that they have heard of Innovation Place, while 52.5% of respondents indicated that they have not heard of Innovation Place. These results are similar to the results of the 2003, 2004, and 2005 surveys where 46.6%, 49.2%, and 44% of the respondents respectively had heard of Innovation Place.

Those most familiar with the park are males, people living in a city, and people between the ages of 35 and 54. The occupations which are most aware are managers (public and private), government employees (all types), private sector employees, and business owners. The vast majority of respondents from Saskatoon had heard of Innovation Place (80.4%).

The demographic profile of those aware of Innovation Place was very similar in 2003, 2004, and 2005.

For this year's survey, the majority of people who have NOT heard of Innovation Place are individuals who are unemployed, students, homemakers, retired, and farmers.

Of the people who have heard of and who have an opinion regarding their impression of Innovation Place, the majority have a positive impression of the facility (64.7%), 34.6% have a neutral opinion, and only 0.8% have a negative opinion. Since 2004, the number of respondents who indicated that they have no opinion has decreased, while those with a neutral opinion have increased. As far as positive and negative impressions go, we cannot say that residents' opinions of Innovation Place have changed significantly over the past three years.

Regina Research Park

Fewer respondents have heard of the Regina Research Park (27.4%) compared to the 46.6% who have heard of Innovation Place. These results are similar to the 2003, 2004, and 2005 studies.

Respondents who live in Regina are most likely to have heard of Regina Research Park. Saskatoon residents are much more likely to have heard of Innovation Place (80.4%) than Regina residents are to have heard of Regina Research Park (51.3%). Also, a greater proportion of people in Regina have heard of Innovation Place (39.6%) than those people in Saskatoon who had heard of the Regina Research Park (20.6%). These results mirror the results from the 2004 study.

Of the respondents who have heard of the Regina Research Park, 42.3% have a positive impression of the facility, while 17.9% have no opinion. The percentage of respondents who have no opinion has decreased significantly from 34.6% in the 2005 study to 17.9% this year. Also, the percentage of respondents with a neutral opinion has increased significantly from 26.1% in the 2005 study to 38.3% this year. Regarding positive and negative impressions, we cannot say that there has been a significant change over the past three years.

Excluding the respondents with no opinion, 51.6% have a positive impression of the Regina Research Park, 46.7% have a neutral opinion and only 1.8% have a negative opinion.

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Introduction and Methodology

Goals and Objectives

The purpose of this survey is to gain insight into Saskatchewan residents' perception and awareness of Innovation Place and the Regina Research Park. A similar awareness survey was conducted in 2003, 2004, and 2005; results from that survey were used to compare to this year's data. The specific goals for this survey were:

- To determine the awareness of Innovation Place and the Regina Research Park throughout Saskatchewan
- To determine the public's impression of the research parks

Scope of Work

Innovation Place contracted Insightrix Research Services to conduct an awareness survey. The survey was conducted using a web based computer assisted telephone interviewing (CATI) system. A random sample of Saskatchewan residents was contacted by telephone.

Survey Design

In 2003, Insightrix developed the survey while working with Innovation Place. The same survey instrument was used in the 2004, and 2005 studies allow for comparison analysis and benchmarking. The survey instrument for the 2006 study was modified slightly, while still retaining its ability to be used from comparison and benchmarking purposes.

Survey Distribution

Insightrix downloaded every nth resident in Saskatchewan. The list was further randomized to ensure a representative list of contacts was selected. The sample was loaded into the contact database system for the survey. The Insightrix call centre contacted the potential respondents, introduced the study to them, and asked for their participation. If the potential respondent agreed to participate, the surveyor utilized the web based CATI system and entered the respondents' answers immediately and directly into the computer system.

Response Rates

Data was collected November 14, 2006 to November 17, 2006. Of the 1,735 qualified and available residents contacted, a total of 1,000 people from across the province of Saskatchewan completed the survey, for a co-operation rate of 57.6%. The overall margin of error for the sample at 95% confidence is ±3.1%. This means that we can be sure that the results will be within 3.1% of the total population of Saskatchewan 19 times out of 20.

Data Analysis

Insightrix ran descriptive statistics to view the data. Depending on the variable type, additional analyses were conducted, including: samples t-tests, and analyses of variance (ANOVA). All significant results are reported. For all analyses, results were considered statistically significant if a *p* value of .05 or less was obtained (i.e., if there was less than a 5 percent likelihood that the outcome occurred by chance).

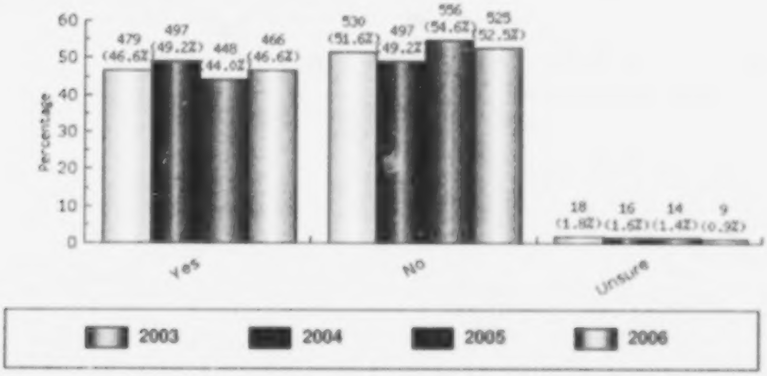
Research Findings

Innovation Place

Have you heard of Innovation Place?

- Overall, 46.6% of respondents have heard of Innovation Place, while 52.5% indicated that they have not heard of Innovation Place. In the 2005 study, 44% of respondents had heard of Innovation Place. We cannot say that this increase is statistically significant.

Figure 1 - Heard of Innovation Place



- Respondents who live in cities are most likely to have heard of Innovation Place (52.6%), while those living in towns, villages, and hamlets are least likely (36.1%).

Table 1 - Heard of Innovation Place by Locale

Locale		Heard of Innovation Place			Total
		Yes	No	Unsure	
City	Count	281	252	1	534
	%	52.6%	47.2%	.2%	100.0%
Town/Village/Hamlet	Count	96	167	3	266
	%	36.1%	62.8%	1.1%	100.0%
Farm	Count	68	74	4	146
	%	46.6%	50.7%	2.7%	100.0%
Acreage	Count	21	23	1	45
	%	46.7%	51.1%	2.2%	100.0%
Total	Count	466	516	9	991
	%	47.0%	52.1%	.9%	100.0%

- Respondents aged 35 to 54 are most likely to have heard of Innovation Place.

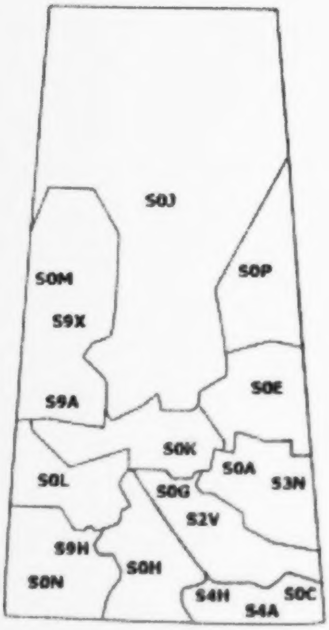
Table 2 - Heard of Innovation Place by Age

Age		Heard of Innovation Place			Total
		Yes	No	Unsure	
18 - 34	Count	61	110	0	171
		35.7%	64.3%	.0%	100.0%
35 - 54	Count	225	156	5	386
		58.3%	40.4%	1.3%	100.0%
55 and over	Count	177	250	4	431
		41.1%	58.0%	.9%	100.0%
Total	Count	463	516	9	988
		46.9%	52.2%	.9%	100.0%

- The following table shows that, besides those from Saskatoon, respondents from the S0K postal code region (the area surrounding Saskatoon) are most likely to have heard of Innovation Place, followed by those from the S0L postal code region, and North Battleford.

Table 3 - Heard of Innovation Place by Location

		Heard of Innovation Place			
Location		Yes	No	Unsure	Total
Estevan	Count	2	10	0	12
	%	16.7%	83.3%	.0%	100.0%
Lloydminster	Count	0	11	0	11
	%	.0%	100.0%	.0%	100.0%
Meadow Lake	Count	2	3	0	5
	%	40.0%	60.0%	.0%	100.0%
Moose Jaw	Count	12	23	0	35
	%	34.3%	65.7%	.0%	100.0%
North Battleford	Count	9	7	0	16
	%	56.3%	43.8%	.0%	100.0%
Prince Albert	Count	14	29	0	43
	%	32.6%	67.4%	.0%	100.0%
Regina	Count	78	119	0	197
	%	39.6%	60.4%	.0%	100.0%
S0A	Count	16	41	1	58
	%	27.6%	70.7%	1.7%	100.0%
S0C	Count	4	16	0	20
	%	20.0%	80.0%	.0%	100.0%
S0E	Count	17	17	1	35
	%	48.6%	48.6%	2.9%	100.0%
S0G	Count	4	25	2	31
	%	12.9%	80.6%	6.5%	100.0%
S0H	Count	6	18	0	24
	%	25.0%	75.0%	.0%	100.0%
S0J	Count	21	24	1	46
	%	45.7%	52.2%	2.2%	100.0%
S0K	Count	50	22	0	72
	%	69.4%	30.6%	.0%	100.0%
S0L	Count	19	14	0	33
	%	57.6%	42.4%	.0%	100.0%
S0M	Count	13	32	1	46
	%	28.3%	69.6%	2.2%	100.0%
S0N	Count	1	21	1	23
	%	4.3%	91.3%	4.3%	100.0%
S0P	Count	1	4	1	6
	%	16.7%	66.7%	16.7%	100.0%
S2V	Count	14	17	0	31
	%	45.2%	54.8%	.0%	100.0%
Saskatoon	Count	168	40	1	209
	%	80.4%	19.1%	.5%	100.0%
Swift Current	Count	5	13	0	18
	%	27.8%	72.2%	.0%	100.0%
Weyburn	Count	3	8	0	11
	%	27.3%	72.7%	.0%	100.0%
Yorkton	Count	7	11	0	18
	%	38.9%	61.1%	.0%	100.0%
Total	Count	466	525	9	1000
	%	46.6%	52.5%	.9%	100.0%



- Males are more likely than females to have heard of Innovation Place.

Table 4 - Heard of Innovation Place by Gender

Gender		Heard of Innovation Place: Yes	No	Unsure	Total
Male	Count	223	200	2	425
	%	52.5%	47.1%	.5%	100.0%
Female	Count	243	325	7	575
	%	42.3%	56.5%	1.2%	100.0%
Total	Count	466	525	9	1000
	%	46.6%	52.5%	.9%	100.0%

- Respondents living in Saskatoon are most likely to have heard of Innovation Place (80.4%), compared to 39.6% of respondents in Regina, and 37% of those elsewhere in Saskatchewan.

Table 5 - Heard of Innovation Place by City

City		Heard of Innovation Place: Yes	No	Unsure	Total
Regina	Count	78	119	0	197
	%	39.6%	60.4%	.0%	100.0%
Saskatoon	Count	168	40	1	209
	%	80.4%	19.1%	.5%	100.0%
Elsewhere in Saskatchewan	Count	220	366	8	594
	%	37.0%	61.6%	1.3%	100.0%
Total	Count	466	525	9	1000
	%	46.6%	52.5%	.9%	100.0%

- The following table shows the breakdown of awareness of Innovation Place by occupation. More than half of all managers (public and private), government employees (all types), private sector employees, and business owners have heard of Innovation Place. Only 27.9% of students and 18.8% of those who are not employed have heard of it.

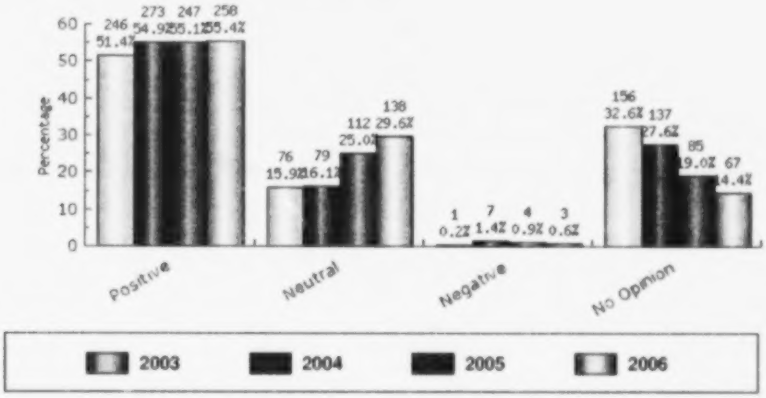
Table 6 - Heard of Innovation Place by Occupation

Occupation		Heard of Innovation Place: Yes	No	Unsure	Total
Retired	Count	97	164	2	263
	%	36.9%	62.4%	.8%	100.0%
Student	Count	12	31	0	43
	%	27.9%	72.1%	.0%	100.0%
Homemaker	Count	15	31	0	46
	%	32.6%	67.4%	.0%	100.0%
Not employed	Count	6	26	0	32
	%	18.8%	81.3%	.0%	100.0%
Farmer	Count	24	29	1	54
	%	44.4%	53.7%	1.9%	100.0%
Business owner / self employed	Count	58	38	1	97
	%	59.8%	39.2%	1.0%	100.0%
Employee - private sector	Count	107	103	3	213
	%	50.2%	48.4%	1.4%	100.0%
Employee - local government (ie: municipal - city or town)	Count	53	35	1	89
	%	59.6%	39.3%	1.1%	100.0%
Employee - provincial / federal government	Count	47	33	1	81
	%	58.0%	40.7%	1.2%	100.0%
Manager - private sector	Count	28	18	0	46
	%	60.9%	39.1%	.0%	100.0%
Manager - public sector	Count	14	7	0	21
	%	66.7%	33.3%	.0%	100.0%
Other	Count	0	1	0	1
	%	.0%	100.0%	.0%	100.0%
Total	Count	461	516	9	986
	%	46.8%	52.3%	.9%	100.0%

Would you say your impression of Innovation Place is ...

- The majority of respondents who have heard of Innovation Place indicated that they have a positive impression of it (55.4%). The number of respondents who have no opinion about Innovation Place has decreased, while the number of respondents with a neutral opinion has increased. Regarding positive and negative opinion, we cannot say that residents' opinions of Innovation Place have changed significantly over the past four years. Excluding those with no opinion, 64.7% have a positive impression of Innovation Place, 34.6% have a neutral opinion, and only 0.8% have a negative opinion.

Figure 2 - Impression of Innovation Place



- 62.3% of male respondents have a positive opinion of Innovation Place, compared to 49% of females.

Table 7 - Impression of Innovation Place by Gender

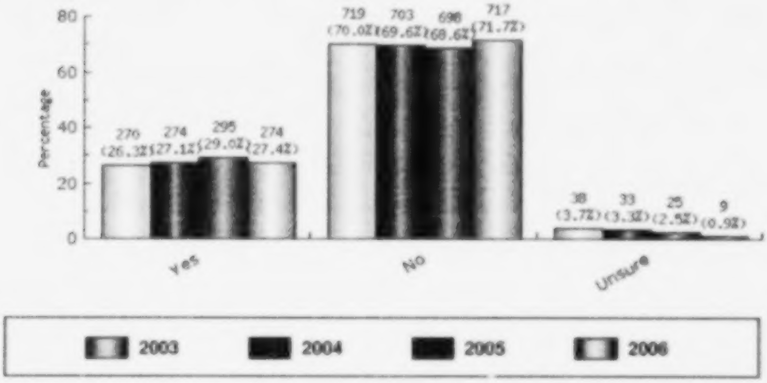
Gender		Impression of Innovation Place				Total
		Positive	Neutral	Negative	No Opinion	
Male	**Count**	139	56	2	26	223
	%	62.3%	25.1%	.9%	11.7%	100.0%
Female	**Count**	119	82	1	41	243
	%	49.0%	33.7%	.4%	16.9%	100.0%
Total	**Count**	258	138	3	67	466
	%	55.4%	29.6%	.6%	14.4%	100.0%

Regina Research Park

Have you heard of the Regina Research Park?

- Overall, 27.4% of respondents have heard of the Regina Research Park, which is fewer than have heard of Innovation Place (46.6%). The number of respondents who have heard of the Regina Research Park has not changed significantly over the past four years.

Figure 3 - Heard of the Regina Research Park



- Managers in the public sector are most likely to have heard of the Regina Research Park (47.6%), followed by private sector managers (43.5%). Respondents who are employed by their local government are least likely to have heard of the Regina Research Park (14.6%).

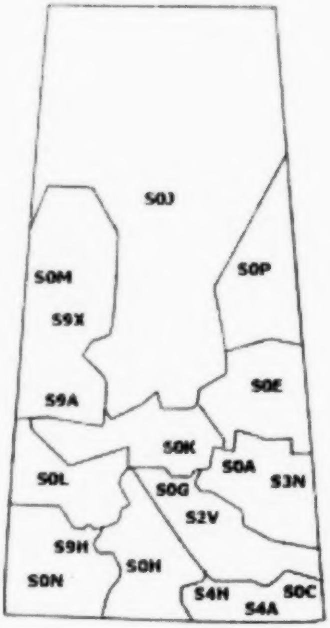
Table 8 - Heard of the Regina Research Park by Occupation

		Heard of Regina Research Park			
Occupation		Yes	No	Unsure	Total
Retired	**Count**	66	194	3	263
	%	25.1%	73.8%	1.1%	100.0%
Student	**Count**	12	31	0	43
	%	27.9%	72.1%	.0%	100.0%
Homemaker	**Count**	14	32	0	46
	%	30.4%	69.6%	.0%	100.0%
Not employed	**Count**	7	25	0	32
	%	21.9%	78.1%	.0%	100.0%
Farmer	**Count**	11	42	1	54
	%	20.4%	77.8%	1.9%	100.0%
Business owner / self employed	**Count**	28	69	0	97
	%	28.9%	71.1%	.0%	100.0%
Employee - private sector	**Count**	59	153	1	213
	%	27.7%	71.8%	.5%	100.0%
Employee - local government (ie: municipal - city or town)	**Count**	13	76	0	89
	%	14.6%	85.4%	.0%	100.0%
Employee - provincial / federal government	**Count**	32	46	3	81
	%	39.5%	56.8%	3.7%	100.0%
Manager - private sector	**Count**	20	25	1	46
	%	43.5%	54.3%	2.2%	100.0%
Manager - public sector	**Count**	10	11	0	21
	%	47.6%	52.4%	.0%	100.0%
Other	**Count**	0	1	0	1
	%	.0%	100.0%	.0%	100.0%
Total	**Count**	272	705	9	986
	%	27.6%	71.5%	.9%	100.0%

- The following table shows that, besides those from Regina, respondents from the S2V postal code region (the area surrounding Regina) are most likely to have heard of the Regina Research Park, followed by those from the S0G postal code region, and Moose Jaw.

Table 9 Heard of the Regina Research Park by Location

		Heard of Regina Research Park			
Location		Yes	No	Unsure	Total
Estevan	**Count**	1	11	0	12
	%	8.3%	91.7%	.0%	100.0%
Lloydminster	**Count**	2	9	0	11
	%	18.2%	81.8%	.0%	100.0%
Meadow Lake	**Count**	0	5	0	5
	%	.0%	100.0%	.0%	100.0%
Moose Jaw	**Count**	11	24	0	35
	%	31.4%	68.6%	.0%	100.0%
North Battleford	**Count**	0	16	0	16
	%	.0%	100.0%	.0%	100.0%
Prince Albert	**Count**	10	32	1	43
	%	23.3%	74.4%	2.3%	100.0%
Regina	**Count**	101	93	3	197
	%	51.3%	47.2%	1.5%	100.0%
S0A	**Count**	15	42	1	58
	%	25.9%	72.4%	1.7%	100.0%
S0C	**Count**	6	14	0	20
	%	30.0%	70.0%	.0%	100.0%
S0E	**Count**	7	28	0	35
	%	20.0%	80.0%	.0%	100.0%
S0G	**Count**	10	21	0	31
	%	32.3%	67.7%	.0%	100.0%
S0H	**Count**	6	18	0	24
	%	25.0%	75.0%	.0%	100.0%
S0J	**Count**	6	39	1	46
	%	13.0%	84.8%	2.2%	100.0%
S0K	**Count**	11	59	2	72
	%	15.3%	81.9%	2.8%	100.0%
S0L	**Count**	6	27	0	33
	%	18.2%	81.8%	.0%	100.0%
S0M	**Count**	10	36	0	46
	%	21.7%	78.3%	.0%	100.0%
S0N	**Count**	5	18	0	23
	%	21.7%	78.3%	.0%	100.0%
S0P	**Count**	1	5	0	6
	%	16.7%	83.3%	.0%	100.0%
S2V	**Count**	14	16	1	31
	%	45.2%	51.6%	3.2%	100.0%
Saskatoon	**Count**	43	166	0	209
	%	20.6%	79.4%	.0%	100.0%
Swift Current	**Count**	5	13	0	18
	%	27.8%	72.2%	.0%	100.0%
Weyburn	**Count**	2	9	0	11
	%	18.2%	81.8%	.0%	100.0%
Yorkton	**Count**	2	16	0	18
	%	11.1%	88.9%	.0%	100.0%
Total	**Count**	274	717	9	1000
	%	27.4%	71.7%	.9%	100.0%



- 51.3% of respondents living in Regina have heard of the Regina Research Park, while 20.6% of those living in Saskatoon and 21.9% of those living elsewhere in Saskatchewan have heard of it.

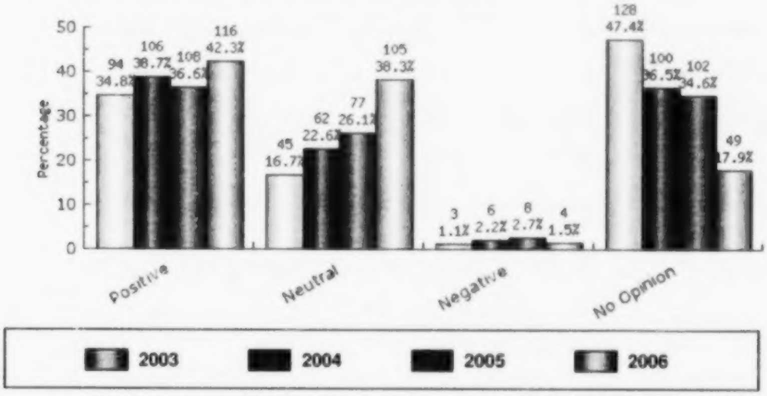
Table 10 - Heard of the Regina Research Park by City

City		Heard of Regina Research Park			Total
		Yes	No	Unsure	
Regina	**Count**	101	93	3	197
	%	51.3%	47.2%	1.5%	100.0%
Saskatoon	**Count**	43	166	0	209
	%	20.6%	79.4%	.0%	100.0%
Elsewhere in Saskatchewan	**Count**	130	458	6	594
	%	21.9%	77.1%	1.0%	100.0%
Total	**Count**	274	717	9	1000
	%	27.4%	71.7%	.9%	100.0%

Would you say your impression of Regina Research Park is ...

- Of the respondents who have heard of the Regina Research Park, 42.3% have a positive impression of it. The percentage of respondents who have no opinion has decreased significantly from 34.6% in the 2005 study to 17.9% this year. Also, the percentage of respondents with a neutral opinion has increased significantly from 26.1% in the 2005 study to 38.3% this year. Regarding positive and negative impressions, we cannot say that there has been a significant change over the past three years. Excluding the respondents with no opinion, 51.6% have a positive impression of the Regina Research Park, 46.7% have a neutral opinion and only 1.8% have a negative opinion.

Figure 4 - Impression of the Regina Research Park



- 53.5% of respondents from Regina have a positive impression of the Regina research Park, compared to 30.2% of those from Saskatoon, and 37.7% of those from elsewhere in Saskatchewan.

Table 11 -Impression of the Regina Research Park by City

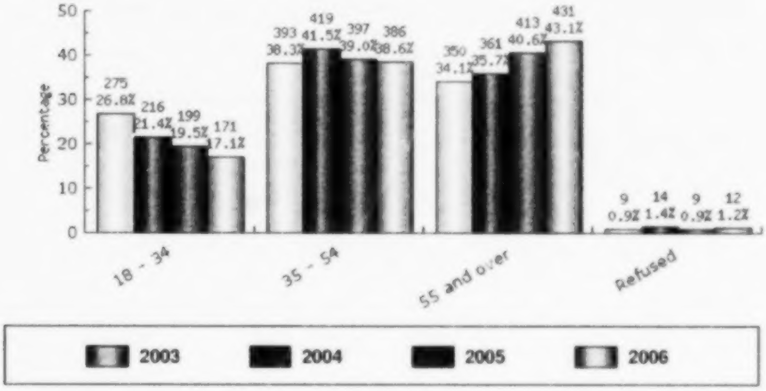
City		Impression of Regina Research Park				Total
		Positive	Neutral	Negative	No Opinion	
Regina	**Count**	54	38	0	9	101
	%	53.5%	37.6%	.0%	8.9%	100.0%
Saskatoon	**Count**	13	20	3	7	43
	%	30.2%	46.5%	7.0%	16.3%	100.0%
Elsewhere in Saskatchewan	**Count**	49	47	1	33	130
	%	37.7%	36.2%	.8%	25.4%	100.0%
Total	**Count**	116	105	4	49	274
	%	42.3%	38.3%	1.5%	17.9%	100.0%

Demographics

Please indicate your age?

- Overall, 43.1% of respondents are at least 55 years old, while 38.6% are 35 to 54 years old, and 17.1% are 18 to 34 years old. This age breakdown is similar to those of previous years.

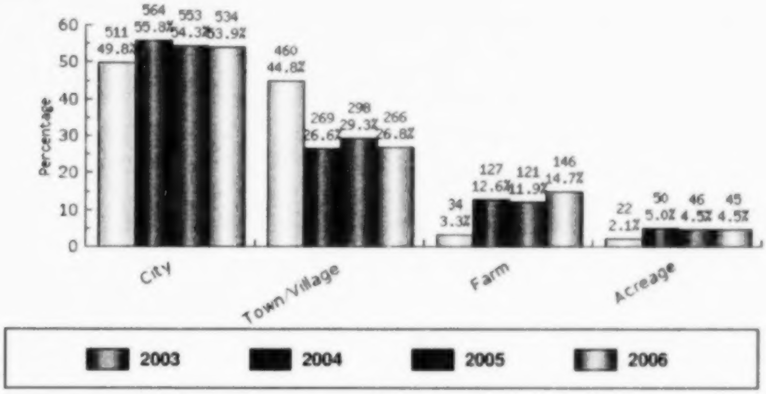
Figure 5 - Age



Do you live in a ...

- The majority of respondents live in a city (53.9%). Another 26.8% live in a town or village, while 14.7% live on a farm, and 4.5% live on an acreage.

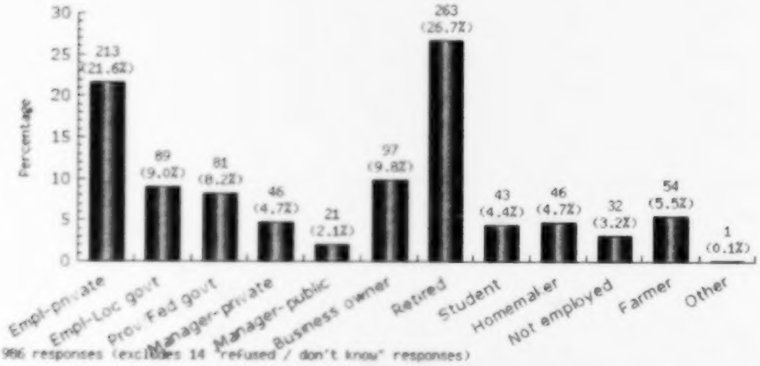
Figure 6 - Locale



Please indicate your occupation?

- The greatest number of respondents are retired (26.9%), followed by 21.6% who are employed in the private sector. Another 9.8% indicated that they are business owners, while 9% are employed by their local government, and 8.2% are employed by the provincial or federal governments. The table below the graph shows the responses for 2003, 2004, 2005 and 2006. Please note that the options 'Professional' and 'Trades Person' were not included in the 2006 study.

Figure 7 - Occupation



986 responses (excludes 14 "refused / don't know" responses)

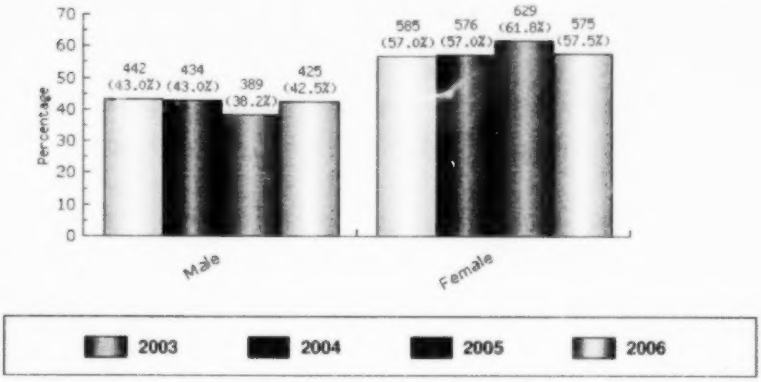
Occupation	2003		2004		2005		2006	
	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses
Employee - private sector	159	15.5	181	18.2	131	13.0	213	21.6
Employee - local government (i.e. municipal - city or town)	31	3.0	23	2.3	30	3.0	89	9.0
Employee - provincial / federal government	106	10.3	63	6.3	90	9.0	81	8.2
Manager - private sector	11	1.1	18	1.8	15	1.5	46	4.7
Manager - public sector	7	0.7	9	0.9	11	1.1	21	2.1
Business owner / self employed	62	6.0	61	6.1	52	5.2	97	9.8
Retired	235	22.9	219	22.0	273	27.2	263	26.7
Student	81	7.9	53	5.3	54	5.4	43	4.4
Homemaker	81	7.9	67	6.7	72	7.2	46	4.7
Not employed	31	3.0	37	3.7	27	2.7	32	3.2
Farmer	42	4.1	82	8.2	65	6.5	54	5.5
Other	49	4.8	2	0.2	18	1.8	1	0.1
Professional	73	7.1	134	13.4	107	10.6		0.0
Trades Person	59	5.7	48	4.8	60	6.0		0.0
Total	**1027**	**100**	**997**	**100**	**1005**	**100**	**986**	**100**

Entries under "Other":
(1) Disability

Gender

- In regard to gender, 57.5% of respondents are female, and 42.5% are male.

Figure 8 - Gender



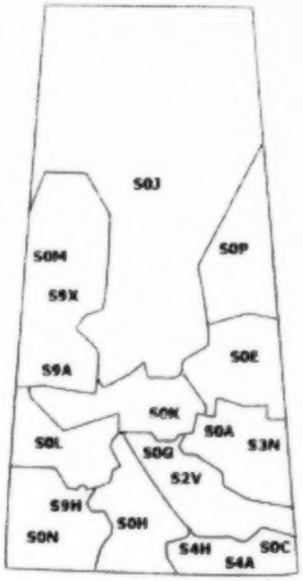
Location

- Overall, 20.9% of respondents live in Saskatoon, and 19.7% live in Regina. The distribution of the remaining locations is shown in the table below.

Table 12 - Location

Location	Total #	% of Responses
Estevan	12	1.2
Lloydminster	11	1.1
Meadow Lake	5	0.5
Moose Jaw	35	3.5
North Battleford	16	1.6
Prince Albert	43	4.3
Regina	197	19.7
Saskatoon	209	20.9
Swift Current	18	1.8
Yorkton	18	1.8
Weyburn	11	1.1
S0A	58	5.8
S0C	20	2.0
S0E	35	3.5
S0G	31	3.1
S0H	24	2.4
S0J	46	4.6
S0K	72	7.2
S0L	33	3.3
S0M	46	4.6
S0N	23	2.3
S0P	6	0.6
S2V	31	3.1
Total	**1000**	**100**

Saskatchewan Postal Code Regions



Location	2003		2004		2005		2006	
	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses	Total #	% of Responses
Estevan	13	1.3	12	1.2	12	1.2	12	1.2
Lloydminster	12	1.2	11	1.1	12	1.2	11	1.1
Meadow Lake	6	0.6	5	0.5	6	0.6	5	0.5
Moose Jaw	36	3.5	36	3.6	36	3.5	35	3.5
North Battleford	17	1.7	16	1.6	18	1.8	16	1.6
Prince Albert	43	4.2	43	4.3	44	4.3	43	4.3
Regina	197	19.2	199	19.7	198	19.4	197	19.7
Saskatoon	209	20.4	209	20.7	209	20.5	209	20.9
Swift Current	18	1.8	18	1.8	18	1.8	18	1.8
Yorkton	18	1.8	19	1.9	18	1.8	18	1.8
Weyburn	59	5.7	58	5.7	11	1.1	11	1.1
S0A	21	2.0	20	2.0	59	5.8	58	5.8
S0C	40	3.9	35	3.5	24	2.4	20	2.0
S0E	64	6.2	0	0.0	36	3.5	35	3.5
S0G	25	2.4	24	2.4	33	3.2	31	3.1
S0H	54	5.3	47	4.7	27	2.7	24	2.4
S0J	74	7.2	72	7.1	46	4.5	46	4.6
S0K	34	3.3	35	3.5	72	7.1	72	7.2
S0L	57	5.6	47	4.7	33	3.2	33	3.3
S0M	23	2.2	23	2.3	46	4.5	46	4.6
S0N	7	0.7	8	0.8	23	2.3	23	2.3
Total	**1027**	**100**	**1010**	**100**	**1018**	**100**	**1000**	**100**

Department/Crown commissioning the work:

Culture, Youth and Recreation

Date: October, 2006

Supplier: Sigma Analytics

Cost: $15,000

Museums Association of Saskatchewan

in association with

Saskatchewan Culture, Youth & Recreation

Heritage and Museums Market Study

Final Report

October 2006

SIGMA ANALYTICS
DATA MINING & RESEARCH

Highlights

Overall

Survey response levels are generally very positive toward heritage, often exceptionally so. Heritage is important to Saskatchewan people individually and perceived to be important to the cultural fabric of the province. They have very positive experiences when visiting museums and heritage sites and believe that heritage assets should be preserved and promoted.

Awareness and context

- **Family is first**: By a substantial margin, family is first point of reference when heritage is mentioned. Family is also deemed the leading "transmission belt" for maintaining personal heritage, far exceeding any other.

- **Large majority perceives a Saskatchewan heritage**: More than seven in ten (72%) believe Saskatchewan people share a common heritage.

- **Mixed perceptions around heritage activities and sites**: When asked how well heritage activities and sites reflect aspects of Saskatchewan people, the top ratings go to "Being Canadian" and "multiculturalism." One of the lower ratings went to "Values and beliefs." However, when asked a similar question at the personal level (how well do heritage activities and sites in the province reflect the following about you), respondents rated them most strongly for reflecting their values and beliefs.

- **Preserving heritage assets is important**: While all options tested rated 4.00 or greater on the 1 – 5 scale for importance, they all four rated well below 4.00 for performance. This suggests that the province's performance does not match the high importance that Saskatchewan residents place on preserving heritage assets. The widest gap (1.08) between importance and performance is for preserving historic buildings and sites.

- **Conserving heritage buildings is strongly related to community benefits**: Conserving heritage buildings was seen as a way to increase community pride (4.19), community identity (4.17), and tourism (4.05). Respondents were less positive about the impact of conserving heritage buildings on reducing waste (3.53), increasing property value (3.44), improving quality of life (3.43), and job creation (3.34).

- **Pride and identity top-rated as outcomes of preserving heritage buildings**: Both rated well over 4.00 on the 1 – 5 scale, as did their value in tourism, though at a lower level. Other outcomes fell in the mid to lower 3 range.

- **Museum loss would impact education and cultural understanding**: These rated most highly (3.86, 3.83) as outcomes of a museum closing. Employment and quality of life decline rated least (3.10, 2.77).

Heritage behaviour

- **Historic sites and museums most visited**: Roughly six in ten respondents say they visited in the last year. Those visiting tended more to be in the middle years, with higher education and mid to upper incomes.

- **Personal participation lags visiting**: The highest incidence of reported participation (36%) is for activities at a historic place. Fully 28% reported participating in activity related to Aboriginal culture. Museums led as the most commonly-cited historic place. Females and the well-educated report markedly higher levels of participation in heritage related activities.

- **Strong interest in interactive tours of heritage sites**: When asked about their level of interest in experiences at heritage sites, guided tours (4.13) and walking tours (4.07) were rated exceptionally high on the 1 – 5 scale. Driving tours (3.29) and participating in archaeology digs (3.26) were rated lowest.

- **The incidence of maintaining an aspect of personal heritage rises with age**: It increases from just over half among the youngest segment (18-29) to over three quarters in the oldest segment (69+). Community and faith organizations follow family as the most important vehicles for maintaining heritage.

- **Internet dominates as first information source**: In an open-ended question, more than half (55%) of respondents cited the Internet as the first information source they would use. The next most frequently cited sources were libraries (8%) and museums (6%). Less than half of respondents (44%) said they or a household member sought information in the last year. Among them, nearly two-thirds (65%) looked to the Internet. Nearly all respondents (95%) indicated their search for heritage related information was successful.

Aboriginal Heritage

Aboriginal heritage is important not just to Aboriginal people, but to all Saskatchewan residents.

- **Ancient Aboriginal sites and related activities rated very important**: Three-quarters (74%) are on the positive side of the scale, with nearly half (47%) saying they such sites are **very** important. Many residents (23%) have visited an ancient Aboriginal site within the last year and a significant number (11%) have participated personally in activities related to such sites.

Age

- **Heritage not just for the eldest among us**: It is noteworthy that those in the 40-49 age group generally have high, sometimes the highest, response levels. Heritage is of high levels of importance, interest, and cultural practice for this demographic subgroup.

Heritage interests and management

- **Schools seen as vital to maintaining heritage interest**: Raising awareness of heritage through schools rated highest for both importance (4.47) and effectiveness (41.3%). Holding events and festivals came next in combined importance and effectiveness.

Maintaining Interest in Heritage		
Method	***Importance***	***Effectiveness***
Schools	4.47	41%
Museums	4.44	10%
Sites	4.44	7%
Events	4.34	29%
Media	4.06	12%

- **Museums – historic scenes, tour guides and demonstrations lead as interest generators**: These three all rated 4.08 or higher on average. Next were audio, video and hands-on experiences, rated between 3.72 and 3.93. Lowest were kiosks and courses.

- **Heritage sites – guided and walking tours rated highest;** both averaged 4.07. Interpretive signs rated 3.85, all others rated in the mid to lower 3 range.

Responsibilities and priorities

- **Saskatchewan can do a better job of developing its heritage assets**: The province is doing a reasonably good job in preserving heritage assets (3.54), but is deemed much less able to add value to the assets through promotion (3.29) and education (3.18) and is judged mediocre in supporting the development of heritage through identification of new heritage assets (3.06) and fundraising (2.92).

- **Provincial government and heritage organizations rated best suited**: On all five functions (preserving, identifying, educating, promoting and fundraising) either the provincial government or heritage organizations rated as best suited, with the province leading.

- **Heritage organizations are best suited to identifying heritage assets**: Four respondents in ten (40%) chose heritage organizations over the three levels of government for this function.

- **Provincial government best suited to educating and promoting**: Respondents were asked to indicate which of four groups – federal, provincial, municipal government, or heritage organizations – was best suited to maintain heritage assets. For both education and promotion, nearly half (48%) of respondents chose the province as best suited to maintain heritage assets in these ways.

- **Federal government well suited to fundraising**: Compared to provincial government or heritage organizations, the federal government was chosen by fewer respondents as "best suited". However, among all the ways to maintain heritage assets, more respondents felt that the federal government was best suited to fundraising.

- **Preserving assets is top priority.** Respondents were asked to indicate which way of maintaining heritage – preserve, identify, educate, promote, fundraise – should be the priority for each of the provincial government, federal government, and heritage organizations. Preserving heritage assets appears to be the highest priority for both the province (31%) and municipalities (28%). While preserving assets is also important for heritage organizations (23%), their highest priority may be education (24%). The lowest priority for both the province and organizations is identifying new assets (5% and 17% respectively).

	Suitability and Priority						
	Federal	***Provincial***		***Municipal***		***Organizations***	
	Suited	Suited	Priority	Suited	Priority	Suited	Priority
Preserve	14.8	39.2	30.7	11.8	28.3	34.2	22.7
Identify	11.2	32.6	5.3	16.4	13.9	39.8	16.9
Educate	14.9	48.2	28.2	10.2	18.6	26.7	23.6
Promote	14.5	48.2	19.8	10.2	25.7	26.7	18.8
Fundraise	19.8	34.5	15.9	12.5	13.5	33.2	18.1

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Background and Methodology

The 2006 Heritage and Museums Market Study was conducted by Sigma Analytics for the Museums Association of Saskatchewan in partnership with Saskatchewan Culture and Youth. Prior research was done by Sigma in 2004 as part of the Museum Association's Heritage Marketing Project and the report for that survey, March 2004, is available through the Saskatchewan Museums Association.

A computer assisted telephone (CATI) survey was conducted among randomly selected Saskatchewan residents, aged 18 or older, between July 5 and July 18, 2006. All interviews were done by telephone between 5:00 p.m. and 9:00 p.m. weekdays, and between 10:00 a.m. and 5:00 p.m. Saturday.

The sample was stratified geographically to ensure representative coverage of the entire province. A total of 1,053 interviews were completed. The results from this sample can be expected to be accurate to within plus or minus 3.1%, 19 times out of 20.

Survey data analysis was done with SPSS and Excel software.

When mean response levels are reported for questions with five-point response scales, the mid-point or "average" for these scales is 3.00. Mean values above 3.00 can be thought of as generally "positive" responses, and those below 3.00 as generally "negative" responses.

Survey Results

SECTION A: Heritage in Context

A1. Heritage is sometimes described as the things that are passed on to us from previous generations. When you think of heritage, what is the first thing that comes to mind?

Note: The question asked in the previous survey was: "When you think of your heritage AS AN INDIVIDUAL, what is the first thing that comes to mind?"

The table below shows that family is top of mind when people think of heritage, followed by background/ancestry/origin.

- These two categories also ranked first and second in the previous survey and were reported in similar proportions.

- The difference in question wording between the two surveys may explain the more frequent references in the current survey to past/old things, history, pioneers, buildings/antiques, and culture/language, and the more frequent reporting of specific origin/nationality in the previous one.

- The decline in the open-ended response "Canada" is interesting. If it is related to the difference in question wording, then it would seem that quite a few individuals perceive their heritage individually within the context of 'being Canadian'.

- The dramatic decline in non-response is also interesting. It suggests that heritage is more easily identifiable as shared social practice, as the definition in the question implies, rather than as an expression of individuality.

When you think of heritage, what is the first thing that comes to mind?	**2006**	**2004**
Family related	19.6	22.3
Background/ancestry/origin	13.4	12.8
Past/old things	13.2	3.0
History	11.9	2.0
Pioneers	6.6	2.0
Buildings/antiques	5.1	2.8
Culture/language	5.1	2.8
Traditions/customs/practices	3.2	2.3
Farming/rural	3.0	4.8
Specific origin/nationality	2.2	7.9
Values/beliefs	1.6	2.0
Museums	1.5	0.7
Canada	1.0	7.4
Natural environment	1.0	0.5
Saskatchewan	1.0	0.0
Historic Sites	0.7	0.0
Community/location	0.6	0.8
Hard work	0.6	0.7
Pride	0.2	0.7
Multiculturalism	0.1	0.7
Other	3.7	5.3
DK/NR	4.5	18.5

A2. Do you think that Saskatchewan people share a common heritage?

Nearly three-quarters (72.0%) of respondents say that Saskatchewan people share a common heritage. This proportion is similar to the previous survey (74.5%).

A2a. What is the most important aspect of the heritage that is shared?

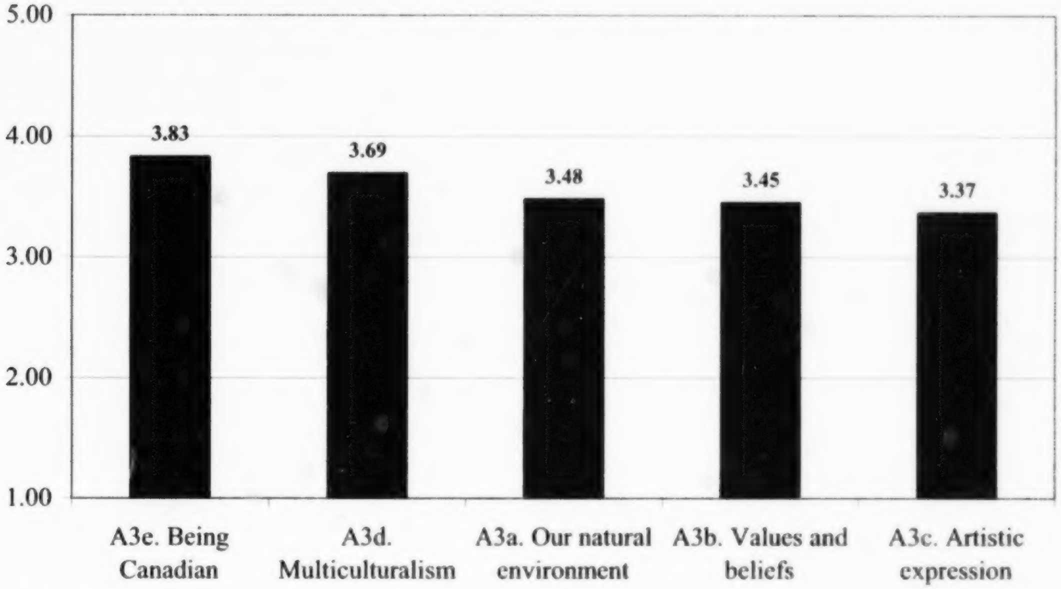
Heritage Aspect	Percent
Farming/rural	13.1
Friendly/cooperative/caring	8.8
History	8.5
Pioneers	7.4
Hard work/perseverance	6.4
Community	6.2
Family related	6.0
Background/ancestry/origin	5.4
Shared experience	4.8
Culture/language	4.1
Multiculturalism	3.9
Natural environment	3.9
Values/beliefs	3.7
Birthplace/location	2.7
Way of life	2.3
Traditions/customs/practices	1.8
Pride	1.7
Buildings/antiques	1.5
Education	1.2
Unity	0.7
Canadian	0.7
Museums	0.2
Other	5.0
Total	100.0

A3. On a 1 to 5 scale where 1 is "Very poorly" and 5 is "Very well", how well do heritage activities and sites in the province reflect the following about Saskatchewan people?

Each aspect of Saskatchewan people appears to be well represented by heritage activities and sites in the province (chart below).

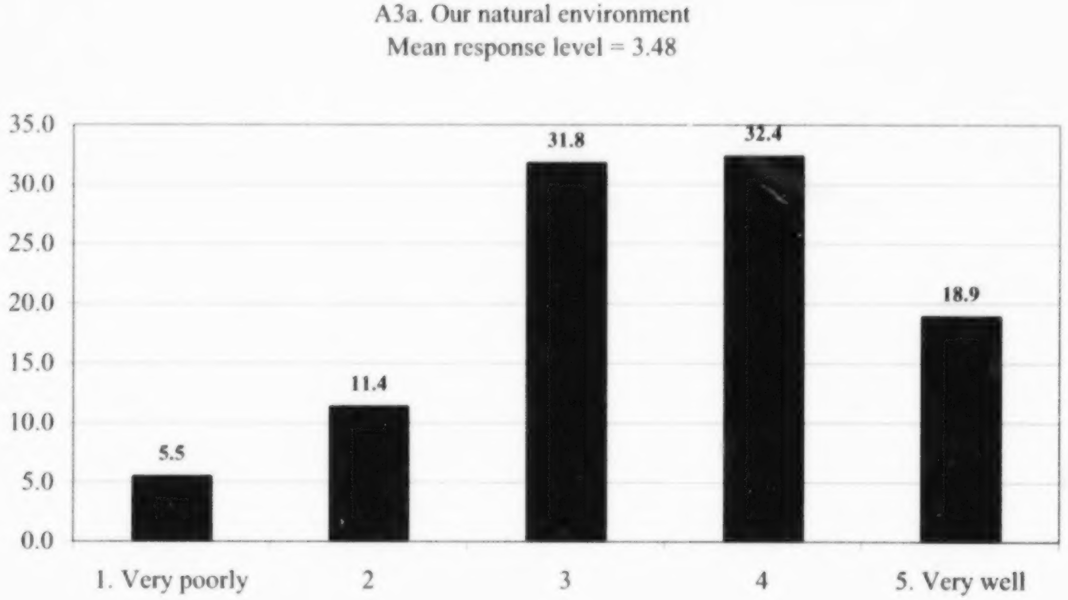
- Notably, two elements of the national heritage landscape – being Canadian (3.83) and multiculturalism (3.69) – are rated highest among these aspects.

A3. How well do heritage activities and sites in the province reflect the following about Saskatchewan people?

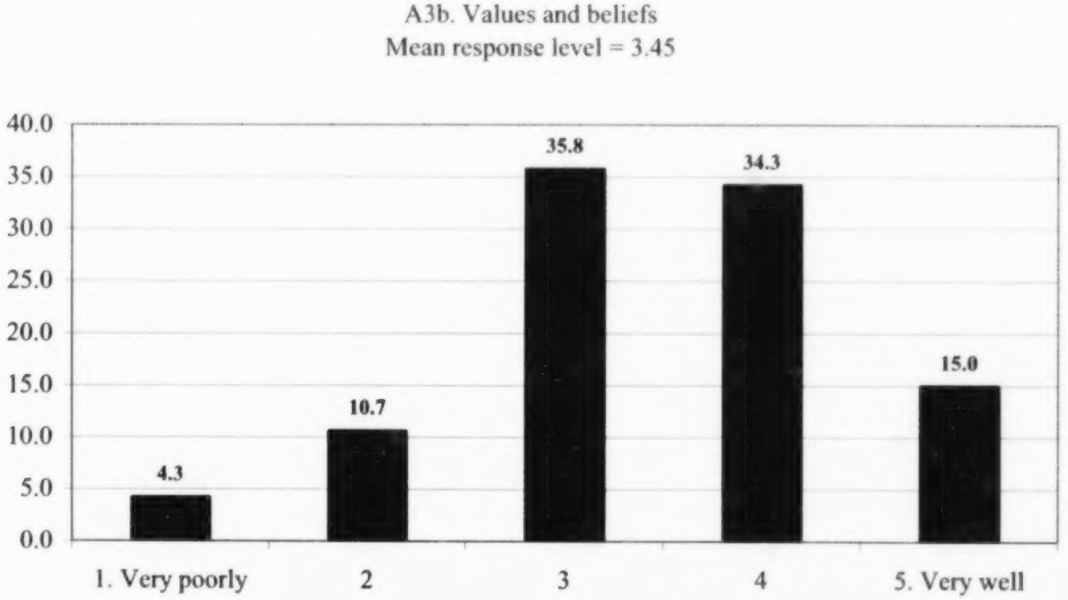


The charts to follow show the response distributions for the individual aspects of Saskatchewan people.

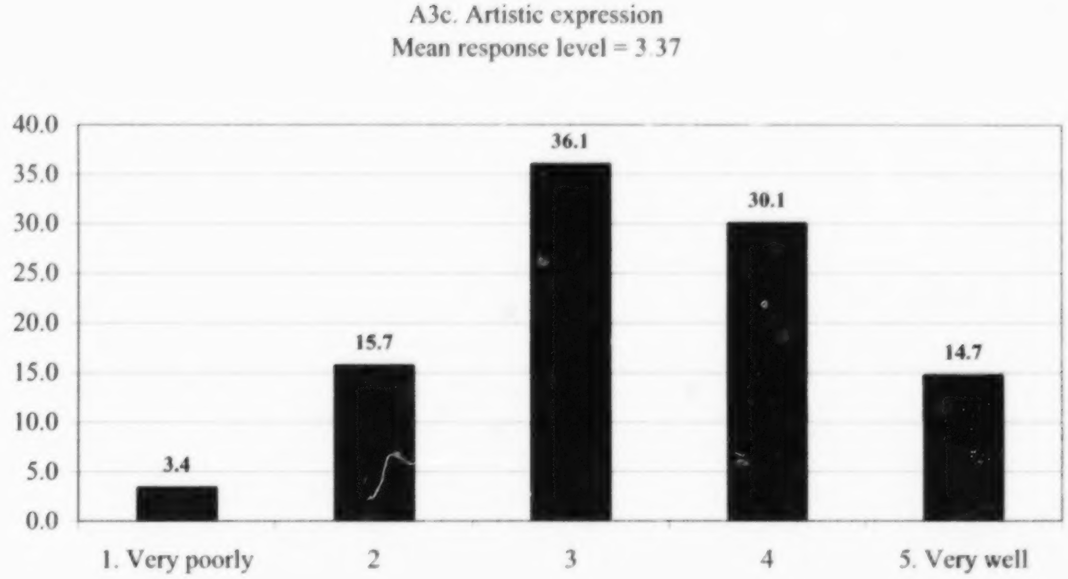
A3a. Our natural environment



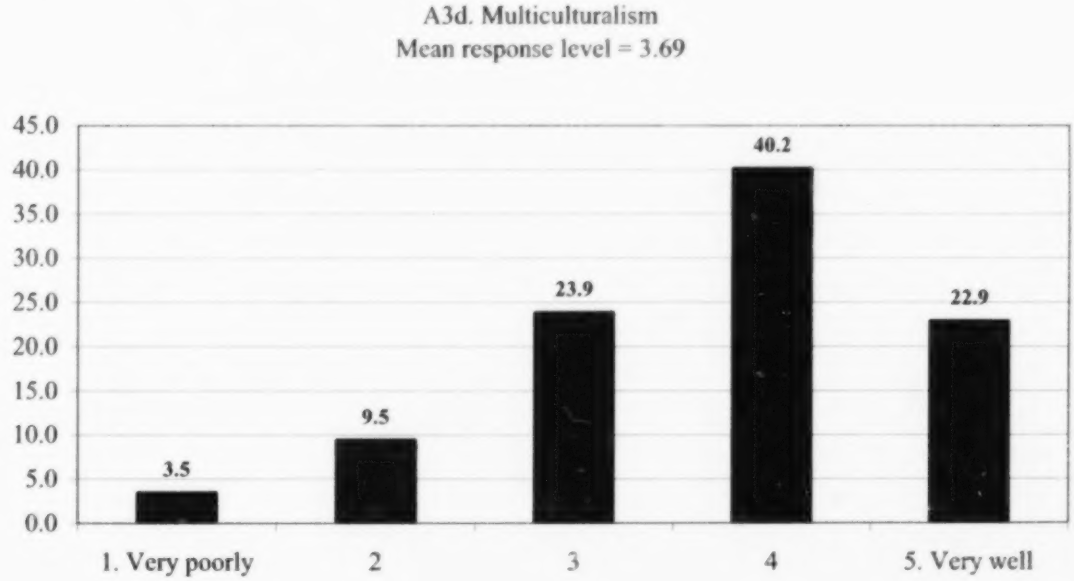
A3b. Values and beliefs



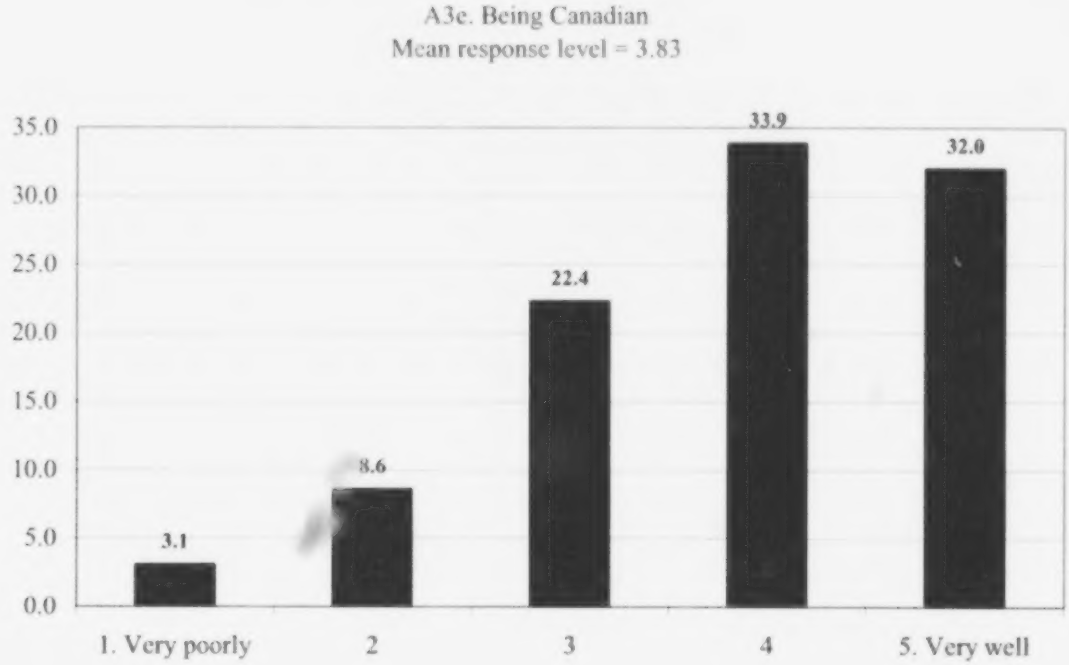
A3c. Artistic expression



A3d. Multiculturalism



A3e. Being Canadian

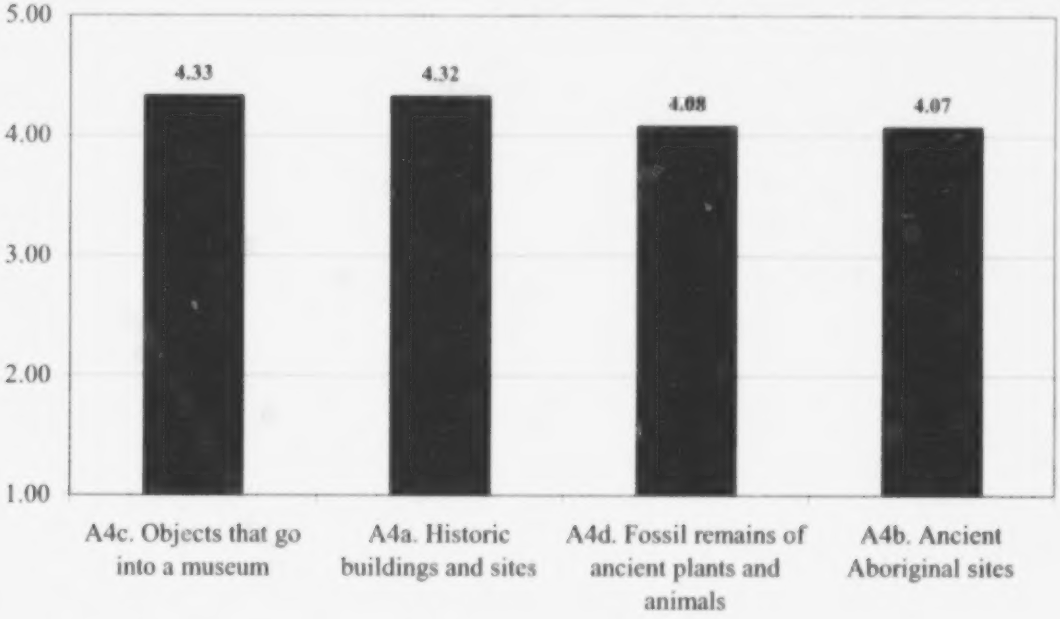


A4. How important do you think it is to preserve the following aspects of Saskatchewan's heritage? Use a 1 to 5 scale where 1 means "Very unimportant" and 5 means "Very important". How important are ...

All aspects receive very high importance ratings (chart below). Preserving these aspects of Saskatchewan's heritage is important to residents of the province.

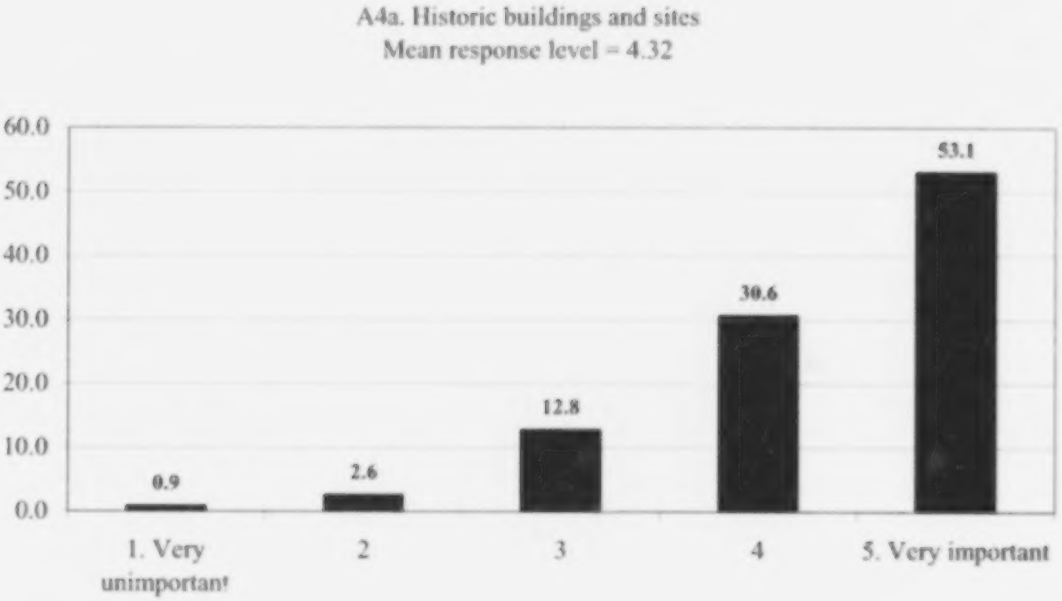
- Both museums (4.33) and historic buildings and sites (4.32) have extraordinarily high mean response levels.
- Fossil (4.08) and ancient Aboriginal (4.07) sites have exceptionally high ratings.

A4. How important do you think it is to preserve the following aspects of Saskatchewan's heritage?

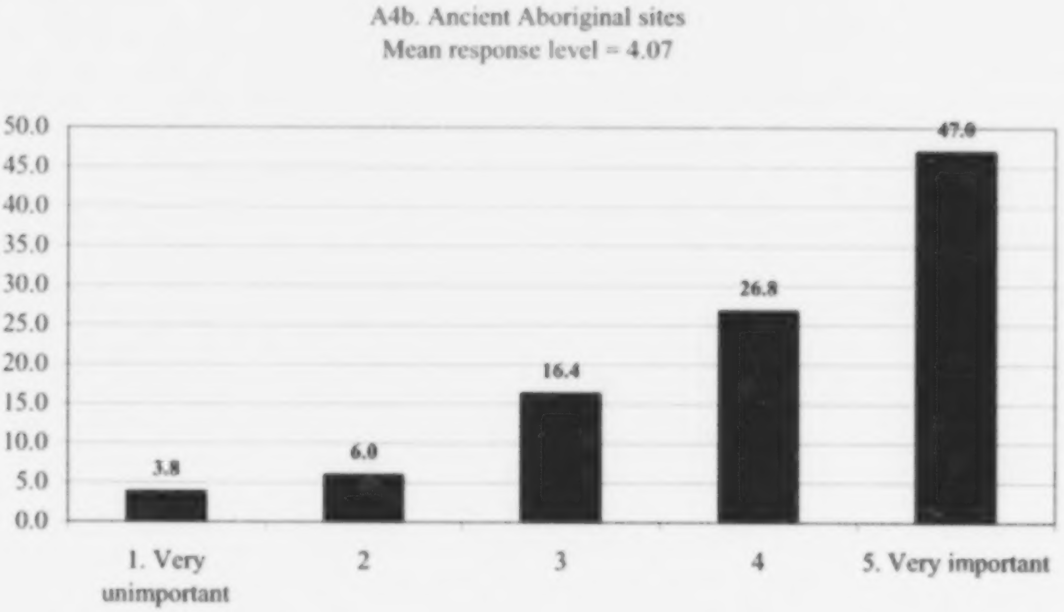


The charts to follow show the response distributions for the individual aspects of preserving Saskatchewan's heritage.

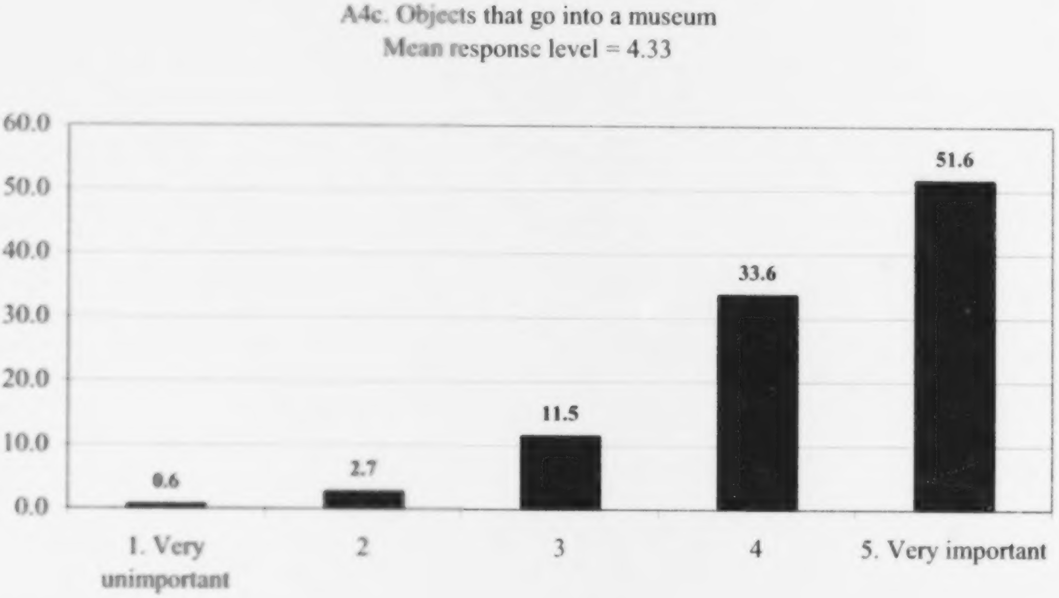
A4a. Historic buildings and sites



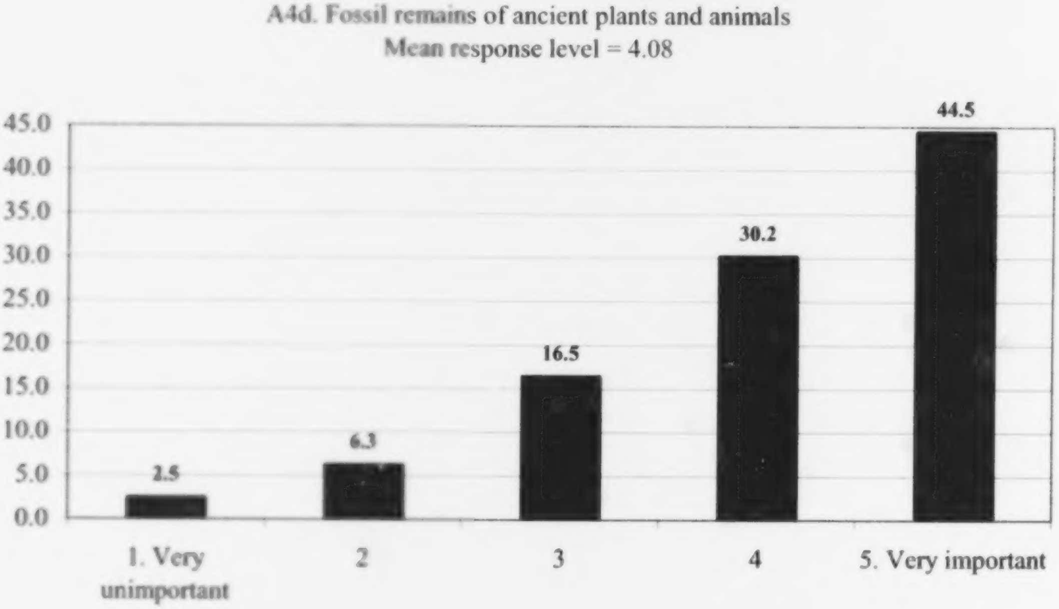
A4b. Ancient Aboriginal sites (e.g. teepee rings)



A4c. Objects that go into a museum



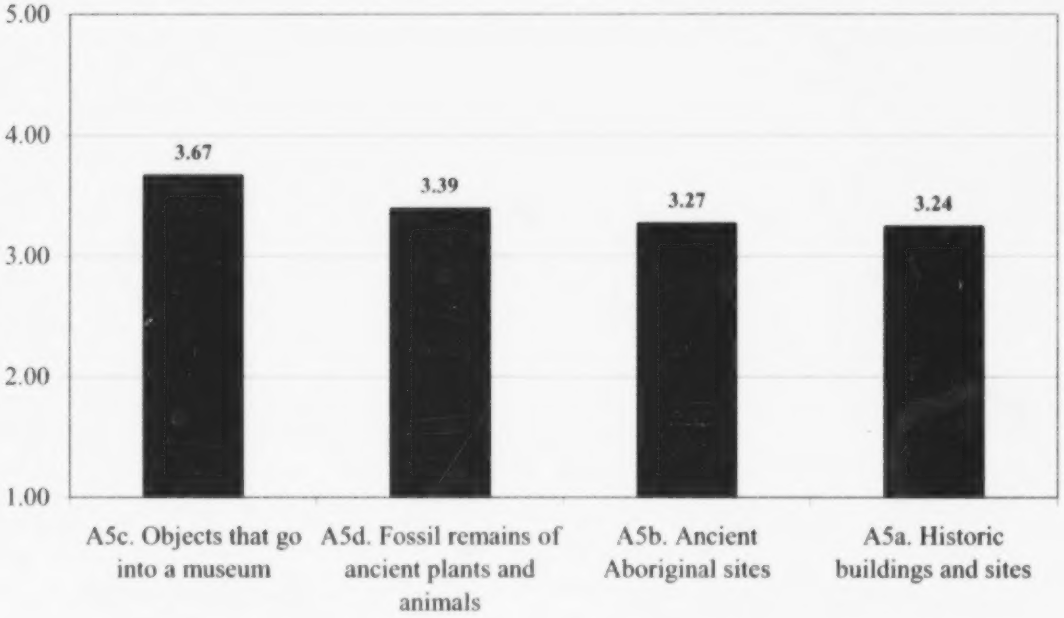
A4d. Fossil remains of ancient plants and animals



A5. How good a job is being done in the province at preserving these aspects of heritage? Use a 1 to 5 scale where 1 means "Very poor" and 5 means "Very good". How good are we at preserving …

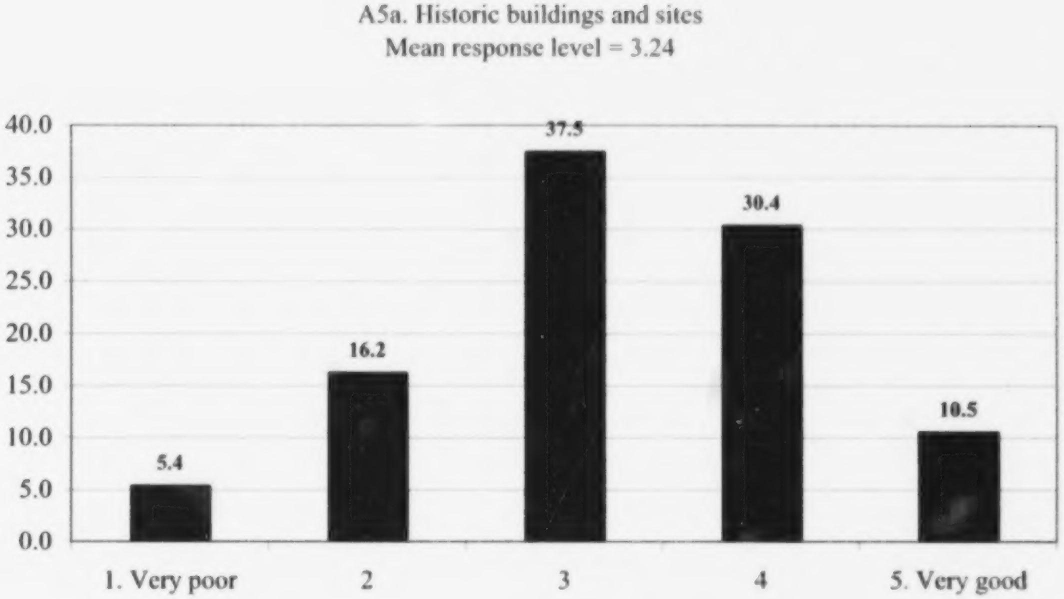
When it comes to preserving these aspects of heritage, respondents feel that we, in Saskatchewan, are best at preserving museum objects (chart below).

A5. How good a job is being done in the province at preserving these aspects of heritage?

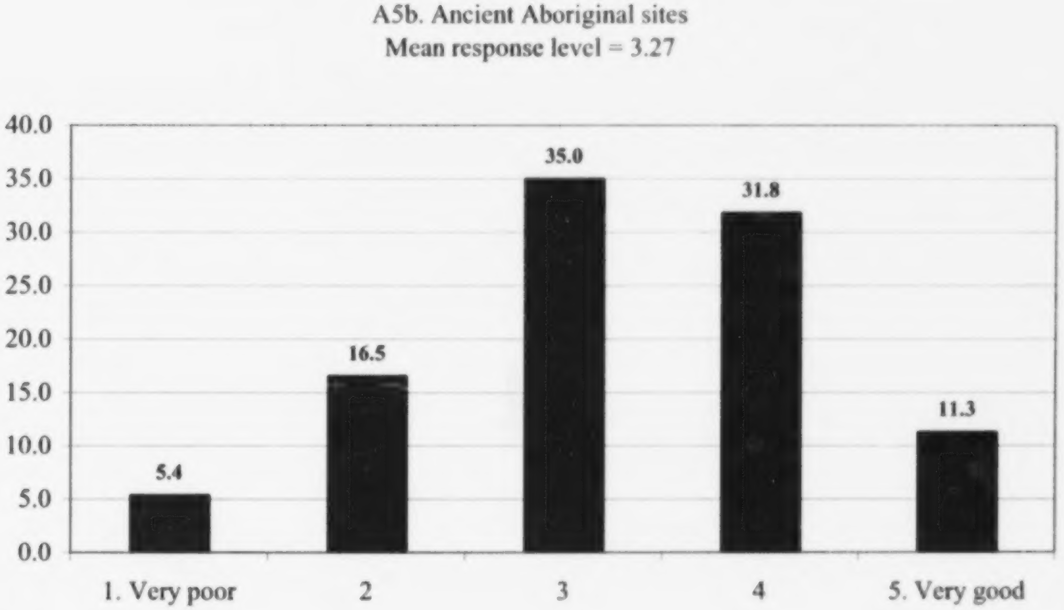


The charts to follow show the response distributions for how well we are preserving these individual aspects of Saskatchewan's heritage.

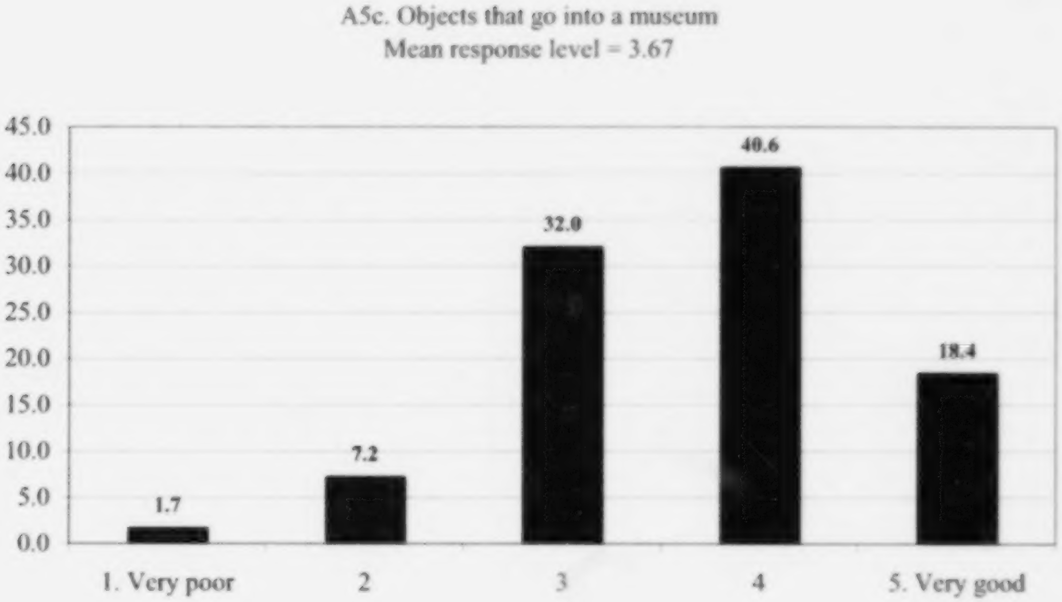
A5a. Historic buildings and sites



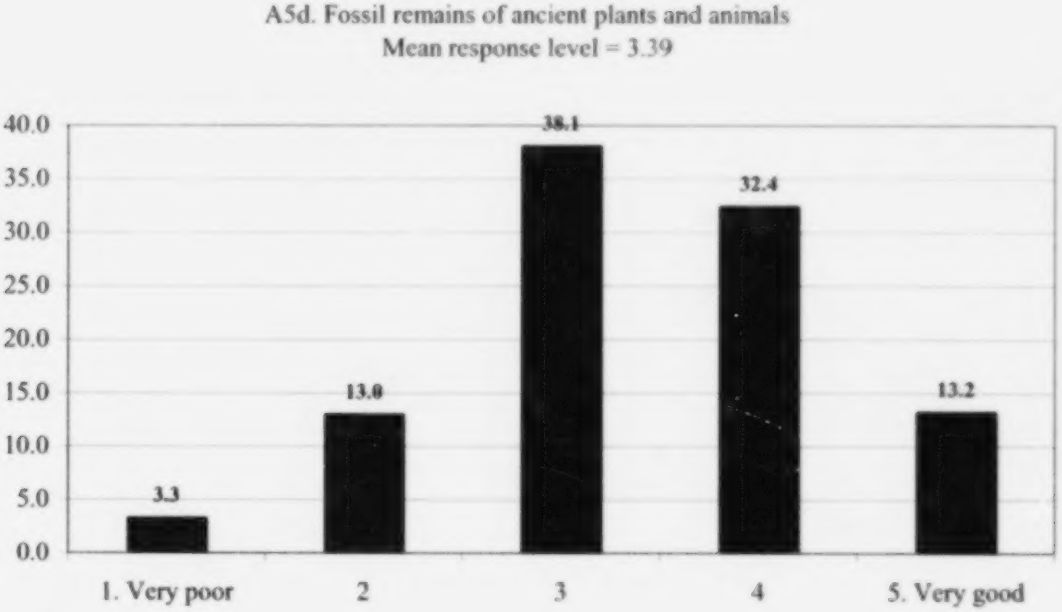
A5b. Ancient Aboriginal sites (e.g. teepee rings)



A5c. Objects that go into a museum



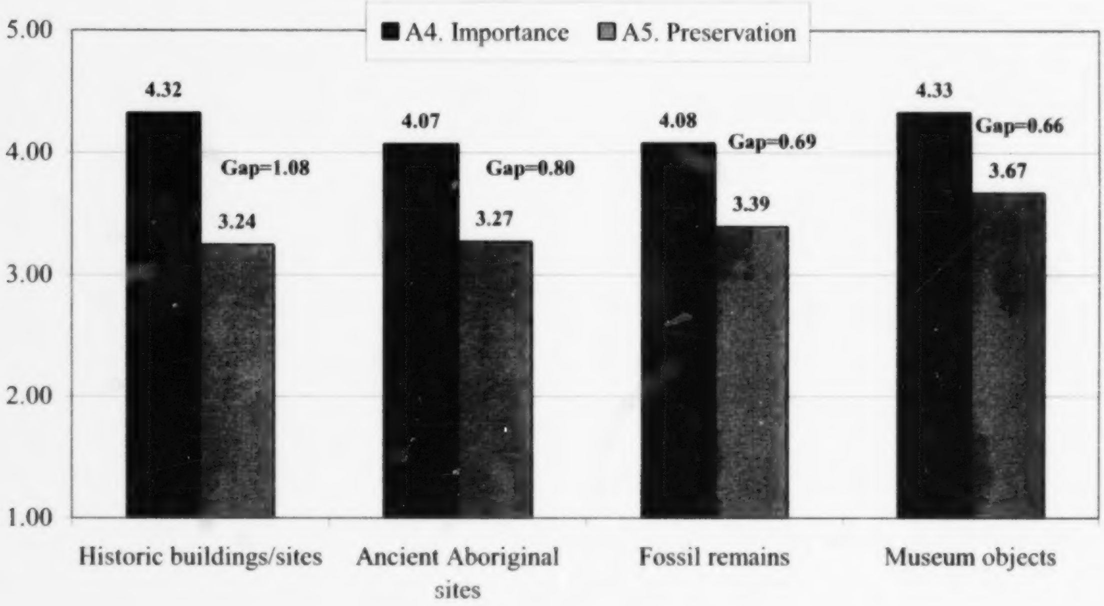
A5d. Fossil remains of ancient plants and animals



Preservation vs. Importance

The chart below shows that the greatest gap between importance and the job being done of preserving that aspect of our heritage is for historic buildings/sites.

A4. How important do you think it is to preserve the following aspects of Saskatchewan's heritage? vs.
A5. How good a job is being done in the province at preserving them?



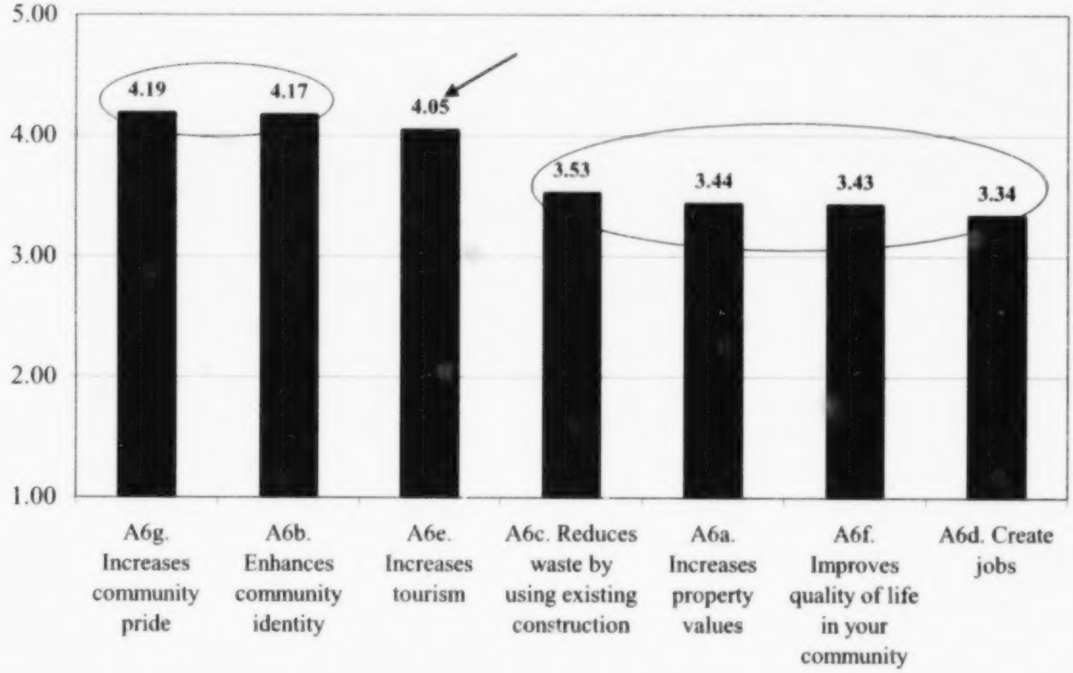
A6. I will read a list of community outcomes that have been associated with conserving heritage buildings. On a 1 to 5 scale where 1 is "Strongly disagree" and 5 is "Strongly agree", do you agree or disagree that conserving heritage buildings in the province does the following?

The chart below shows the rankings by mean response of the various community outcomes that can be associated with conserving heritage buildings.

- The ranking of mean response levels shows there is a very strong association between conserving heritage buildings and the heartfelt impacts of creating community identity (4.17) and increasing our sense of pride in them (4.19).

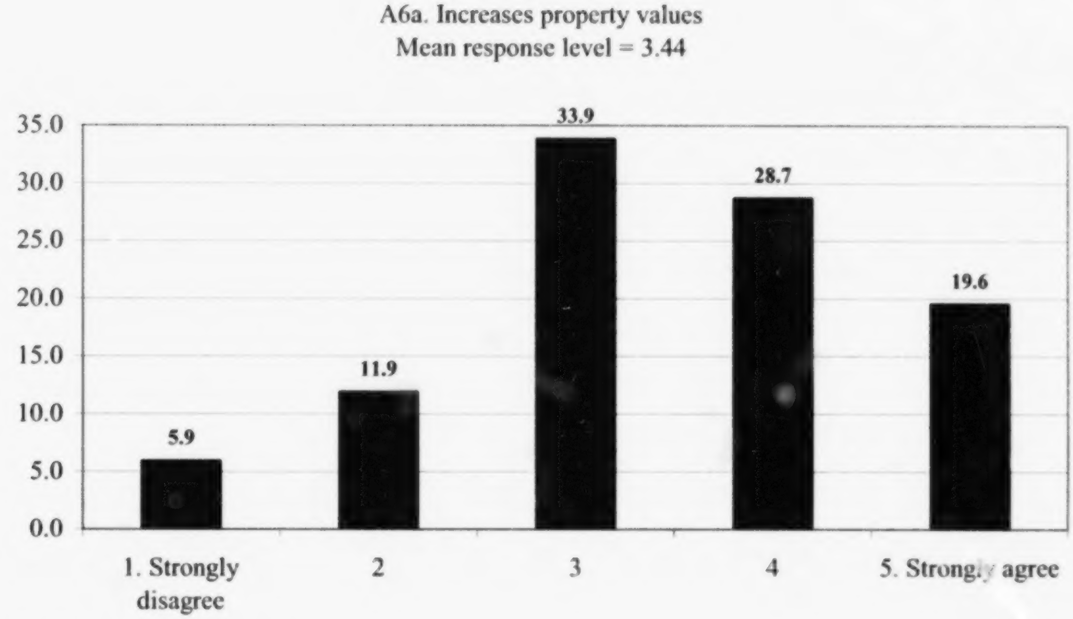
- Notably, conservation of heritage buildings is seen as a way to increase tourism (4.05).

A6. Do you agree or disagree that conserving heritage buildings in the province does the following?

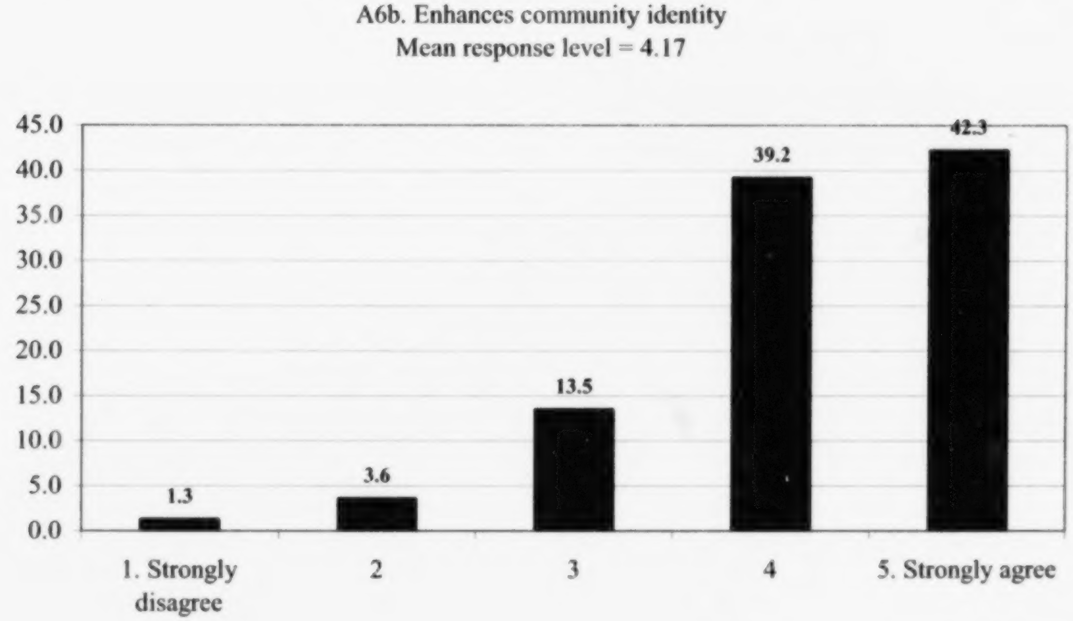


The charts to follow show the response distributions for how well we are preserving these individual aspects of Saskatchewan's heritage.

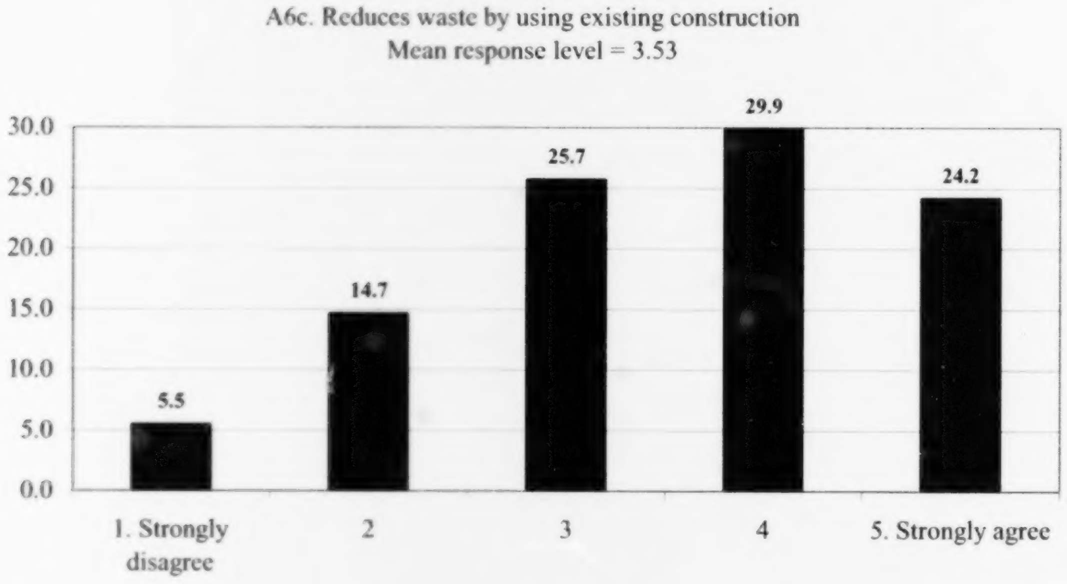
A6a. Increases property values



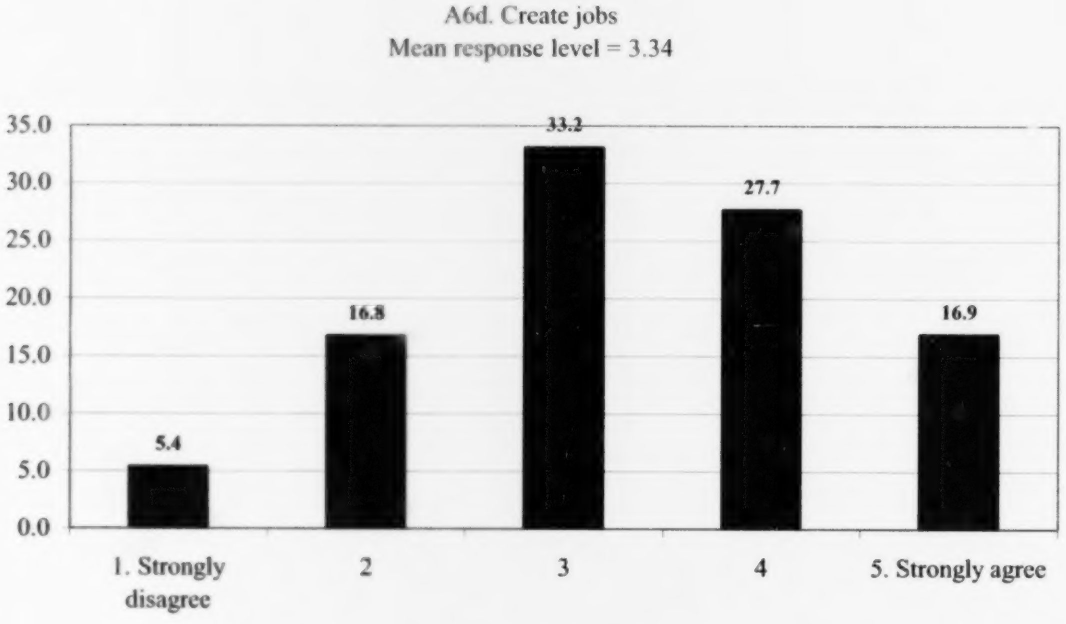
A6b. Enhances community identity



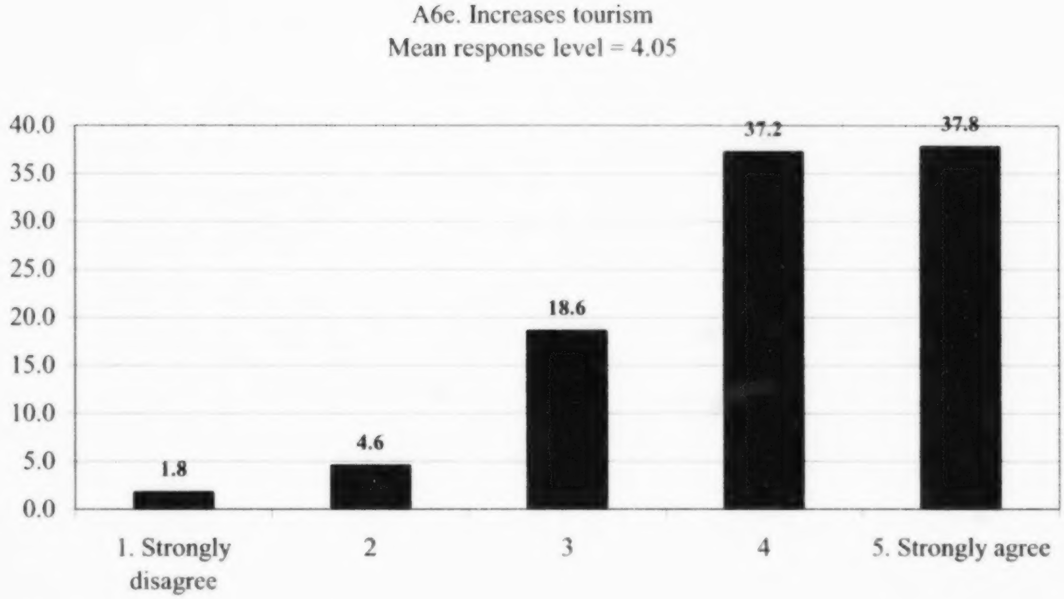
A6c. Reduces waste by using existing construction



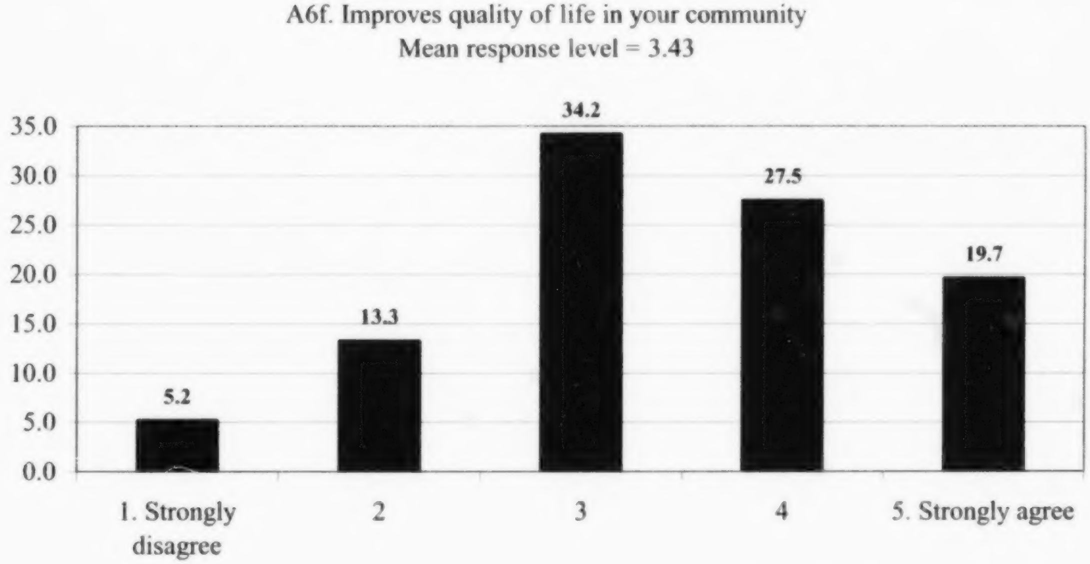
A6d. Create jobs



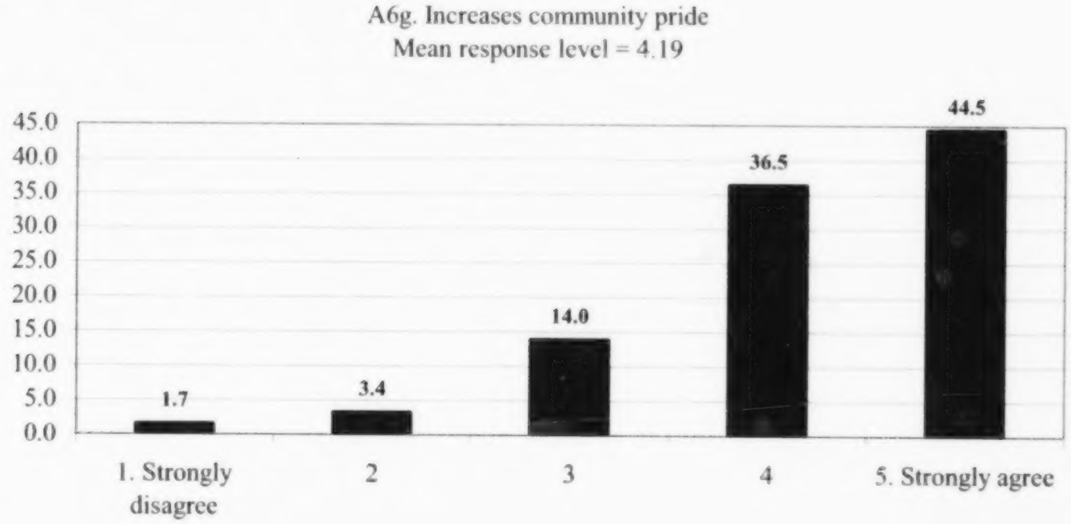
A6e. Increases tourism



A6f. Improves quality of life in your community



A6g. Increases community pride



SIGMA ANALYTICS
DATA MINING & RESEARCH

A7. Do you have any museums in your community?

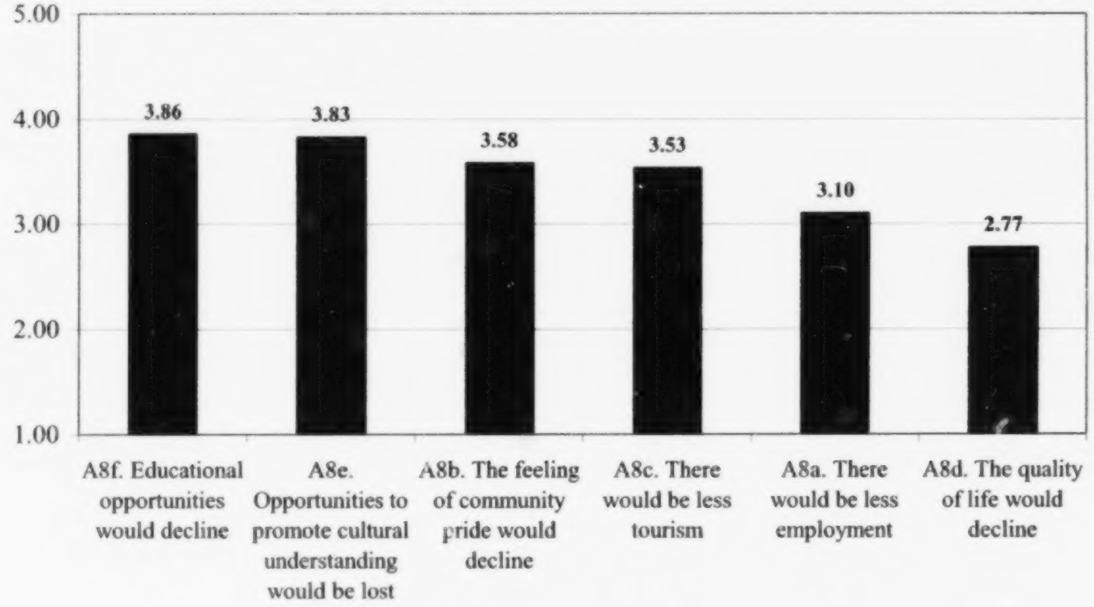
80% of respondents say they have a museum in their community.

A8. On a 1 to 5 scale where 1 is "Strongly disagree" and 5 is "Strongly agree", do you agree or disagree that the following would result if a museum closed in your community?

The chart below shows how Saskatchewan people feel about the potential outcomes of museum closure.

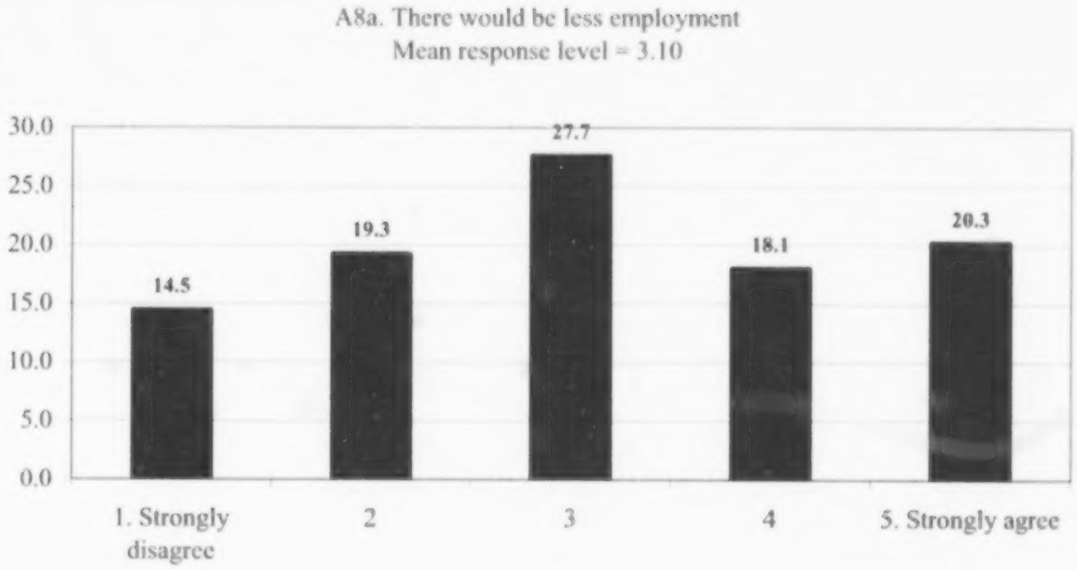
- Museums are clearly seen as instrumental in passing on heritage by both educating about our cultural experience (3.86) and promoting understanding (3.83) in the process.
- As with the conservation of heritage buildings, people have a sense of pride (3.58) in what museums display and see them as a way to increase tourism (3.53).

A8. On a 1 to 5 scale where 1 is "Strongly disagree" and 5 is "Strongly agree", do you agree or disagree that the following would result if a museum closed in your community?

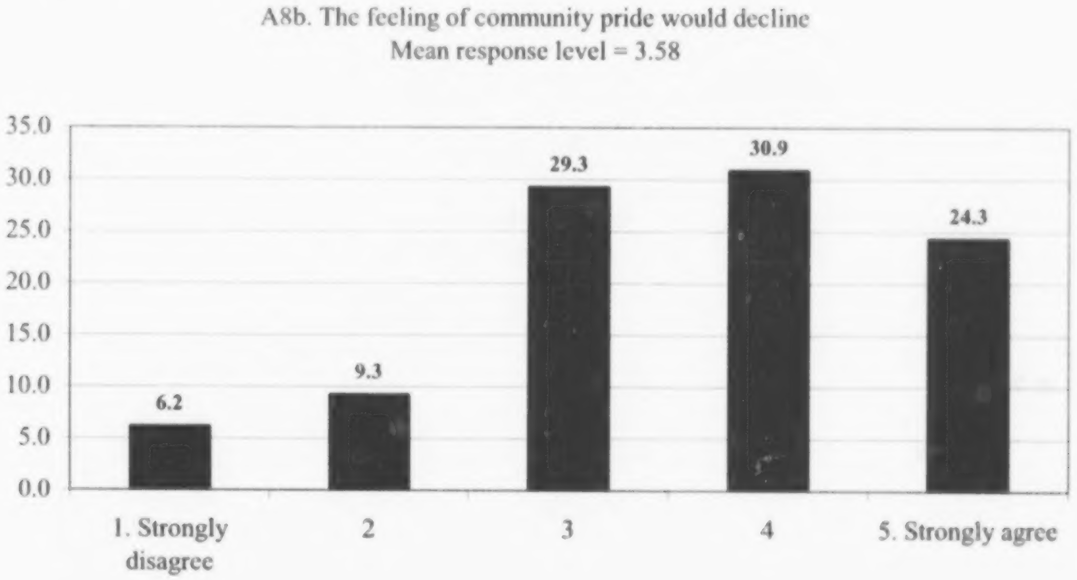


The charts to follow show the response distributions for the potential outcomes of a museum closure.

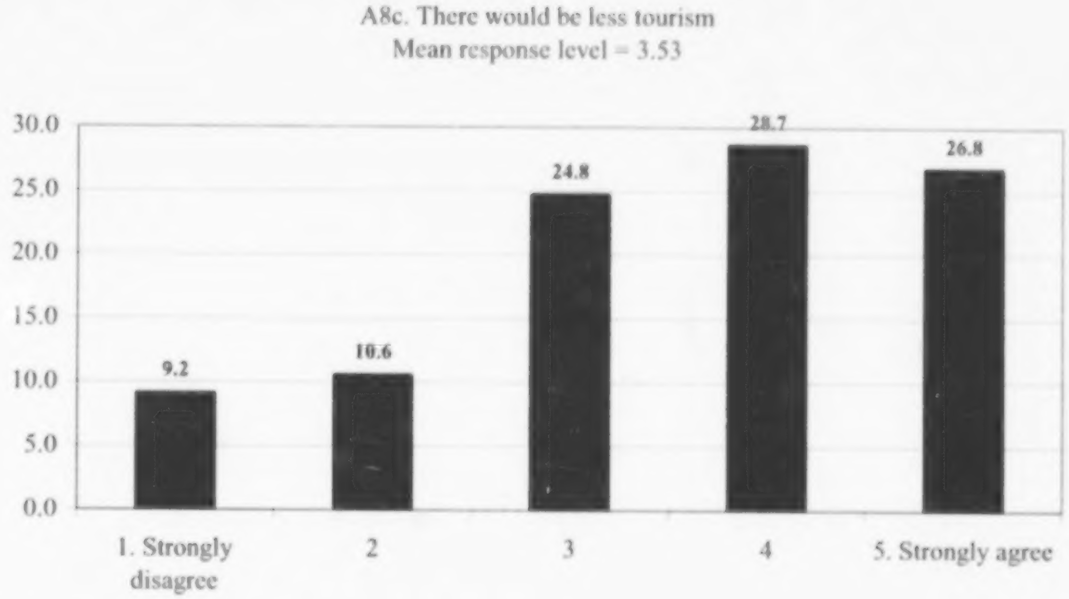
A8a. There would be less employment



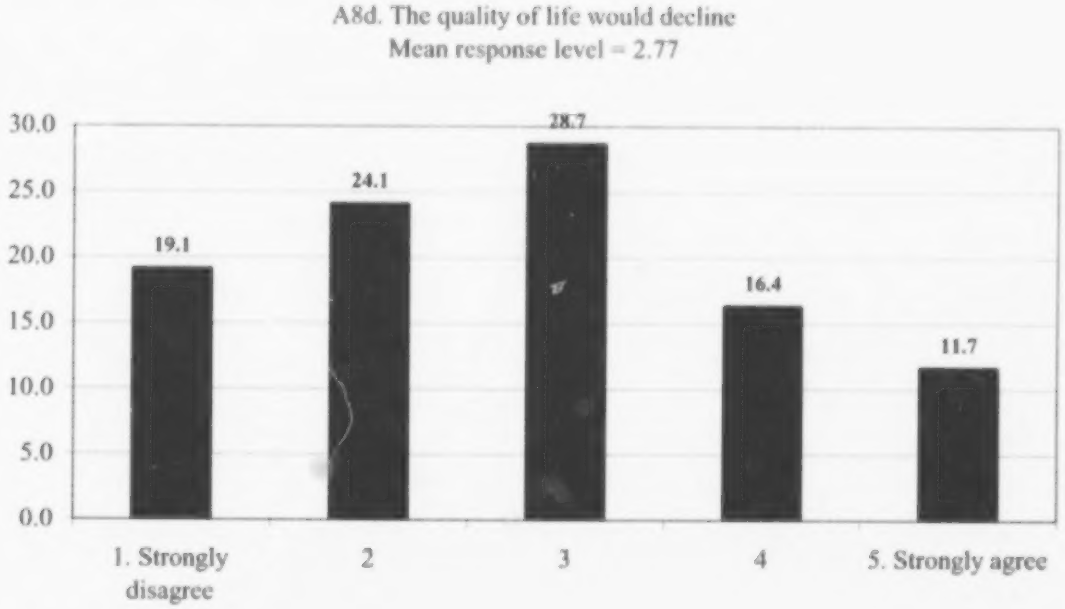
A8b. The feeling of community pride would decline



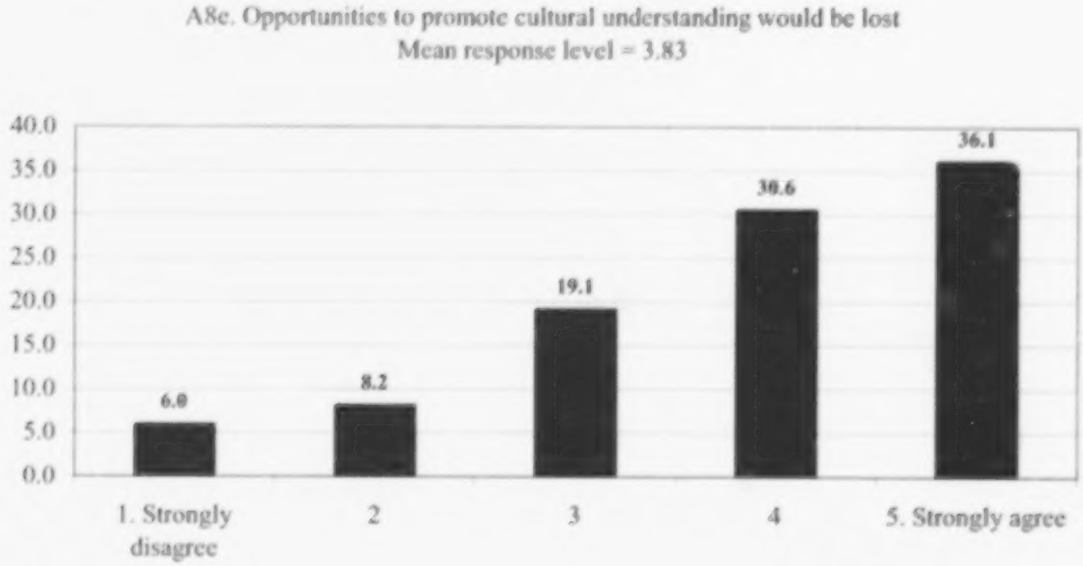
A8c. There would be less tourism



A8d. The quality of life would decline

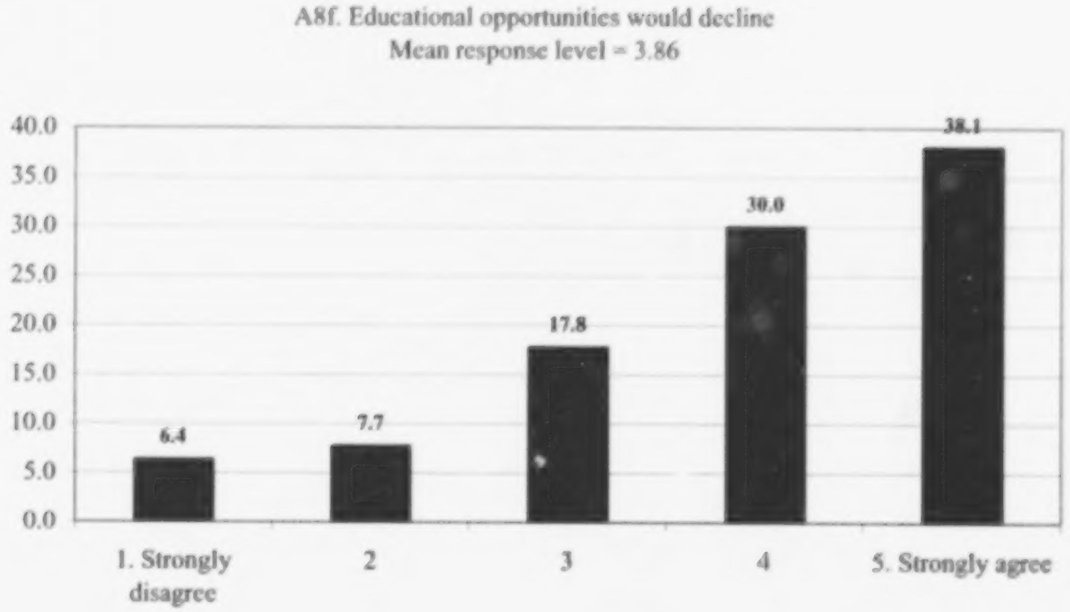


A8e. Opportunities to promote cultural understanding would be lost



A8e. Opportunities to promote cultural understanding would be lost
Mean response level = 3.83

A8f. Educational opportunities would decline



A8f. Educational opportunities would decline
Mean response level = 3.86

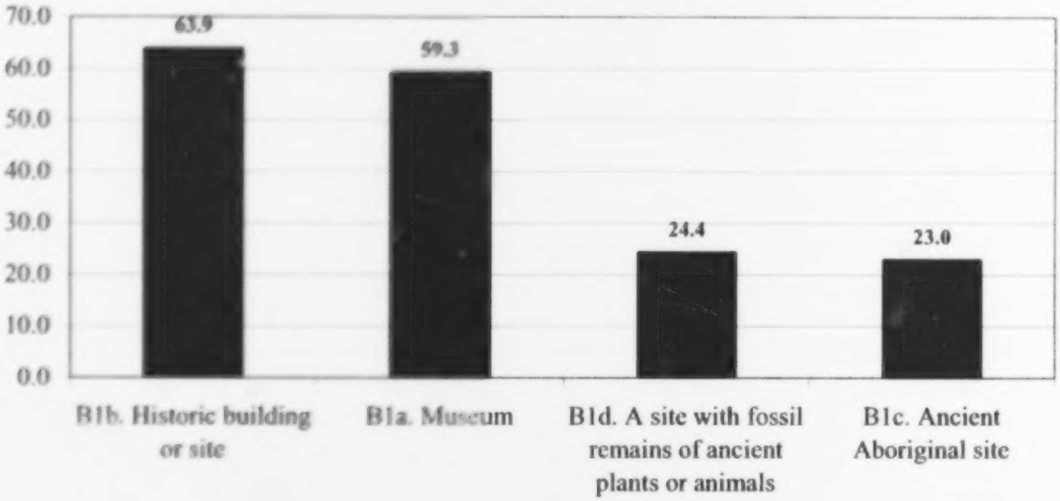
SECTION B: Heritage in Action

B1. In the last 12 months, have you visited the following types of heritage places? Have you visited a …

Historic buildings and sites and museums are much more popular heritage attractions than fossil or ancient Aboriginal sites (chart below).

- Of course, the number of each type of heritage place and their proximity would have a major impact on whether Saskatchewan people visit them in a given year. Thus, the incidence of visiting either fossil or ancient Aboriginal sites appears to be quite high.

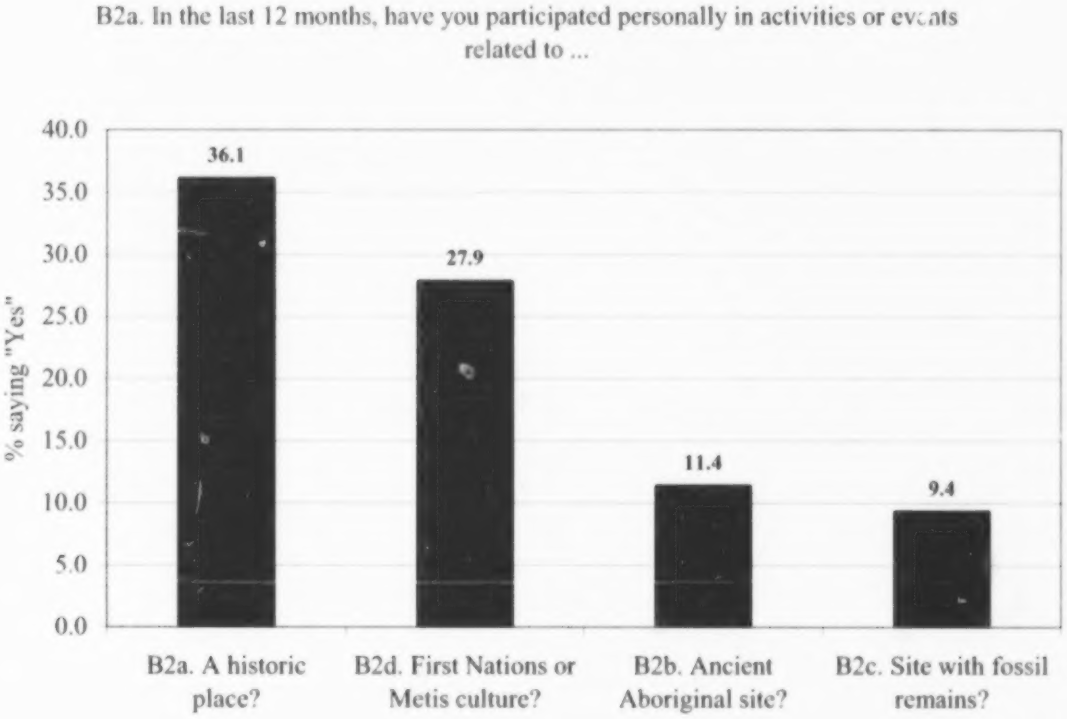
B1. In the last 12 months, have you visited the following types of heritage places?
% saying 'Yes'



B2. In the last 12 months, have you participated personally in activities or events related to …

The chart below shows the relative frequency of personally participating in heritage activities or events by type of heritage location.

- Over one-third (36.1%) of respondents participated in activities related to a historic place.



B2a. In the last 12 months, have you participated personally in activities or events related to a historic place?

Activity or Event	Percent
Museum	17.4
Centennial celebrations	11.2
Heritage building/site	10.1
Aboriginal	6.6
Heritage days/events	4.6
Park	4.5
Church related	3.9
Canada Day	3.3
Schools	2.9
Batoche	2.8
Annual festival	2.2
Tours	1.8
Event or activity outside Sask.	1.6
RCMP	1.6
Home town	1.5
Family related	1.2
Pioneers	1.2
Moose Jaw Tunnels	1.1
Fundraising	1.1
Science Centre	0.6
School	0.5
Remembrance Day	0.4
Other	17.9
Total	100.0

B2b. In the last 12 months, have you participated personally in activities or events related to an ancient Aboriginal site?

Activity or Event	Percent
PowWow	17.4
Wanaskewin	16.5
Batoche	8.1
Teepee related	5.4
Aboriginal Day	5.0
Sweat lodge	4.9
Tours	4.7
Dancing	4.0
Reserve	2.7
Museum	2.5
Event or activity outside Sask.	2.3
Meal	1.8
Other	24.7
Total	100.0

B2c. In the last 12 months, have you participated personally in activities or events related to site with fossil remains?

Activity or Event	Percent
Museum	15.7
Event or activity outside Sask.	15.1
Eastend	12.6
School related	7.8
Wanaskewin	4.0
Aboriginal	3.2
Nature preservation site	2.8
Science Centre	2.4
Heritage days/festival	2.3
Local community	2.3
Tours	2.3
Rocks	1.9
Other	27.6
Total	100.0

B2d. In the last 12 months, have you participated personally in activities or events related to First Nations or Metis culture?

Activity or Event	Percent
Aboriginal site/event	23.2
Powwow	22.5
Other event	9.0
Wanaskewin	4.9
Music/dance	4.8
Speakers/seminars	3.9
School related	3.6
Batoche	3.3
Through work	3.2
Sweat lodge	2.4
Teepees	2.1
Event or activity outside Sask.	1.6
Museum	1.4
Heritage event	1.3
Treaty days/celebration	1.3
Meal	1.2
Metis event	1.2
Canada Day	0.9
Folkfest	0.9
Tours	0.9
Books	0.8
Reserve	0.8
RCMP	0.7
Other	3.9
Total	100.0

B3. Thinking of your own personal heritage, do you maintain some aspects of that heritage in your daily life?

More than three respondents in five (63.0%) say they maintain some aspects of heritage in their daily life. This proportion is lower than in the previous survey (68.4%).

B3a. What is the most important aspect of your heritage that you maintain?

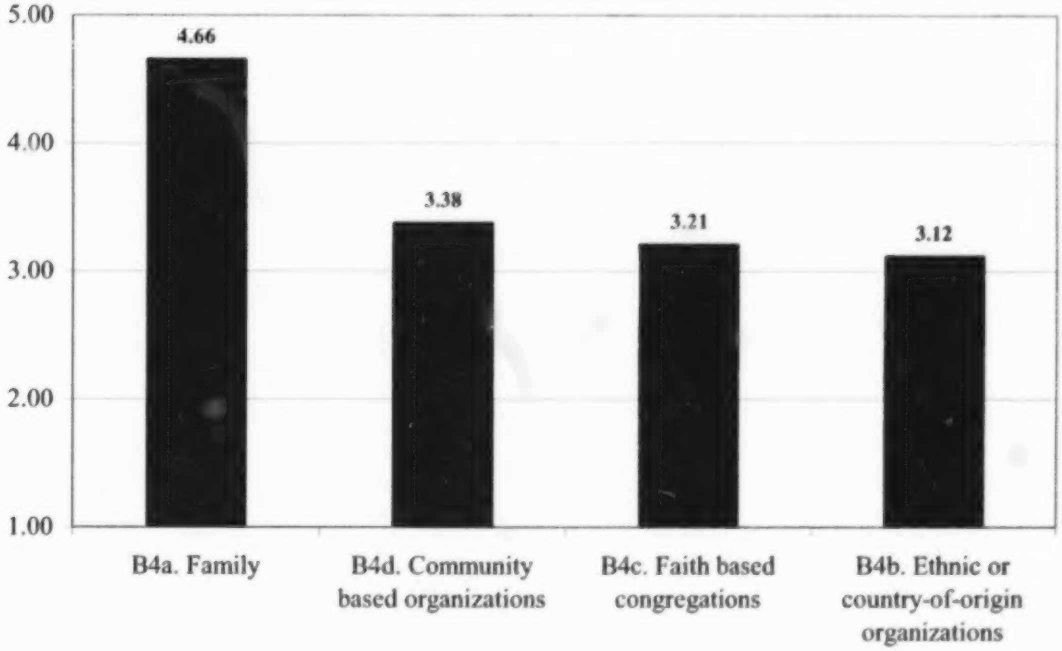
Heritage Aspect	Percent
Culture/language/food	32.0
Values/beliefs	16.8
Family related	15.6
Past/old things	8.5
Traditions/customs/practices	5.1
Farming/rural	4.7
Hard work/perseverance	3.5
Way of life	2.3
Pride	1.8
Birthplace/location	1.3
Helpful/caring/cooperative	1.2
Canadian	1.2
Community	1.1
Natural environment	1.1
Education	0.7
Other	3.1
Total	100.0

B4. On a 1 to 5 scale where 1 is "Very unimportant" and 5 is "Very important", how important are the following groups for maintaining your personal heritage?

The chart below shows how important different groups are as the focus for maintaining personal heritage.

- Family is by far the most important group for maintaining one's personal heritage (4.66). This finding is consistent with the first place ranking of family as the top of mind association with heritage (A1). More than three-quarters (78%) of respondents say family is 'very important'.
- It is interesting that ethnic or country-of-origin organizations are least important among the four groups, suggesting that organizing along ethnic or national lines to preserve heritage may be declining in importance as a way for individuals to maintain a sense of their own heritage.

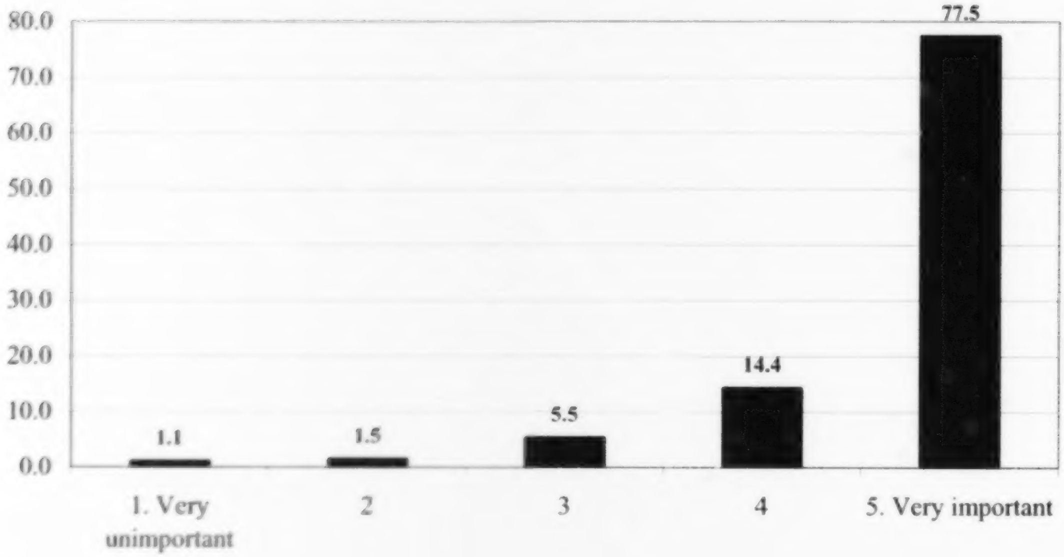
B4. How important are the following groups for maintaining your personal heritage?



The charts to follow show the response distributions for each of the groups related to maintaining personal heritage.

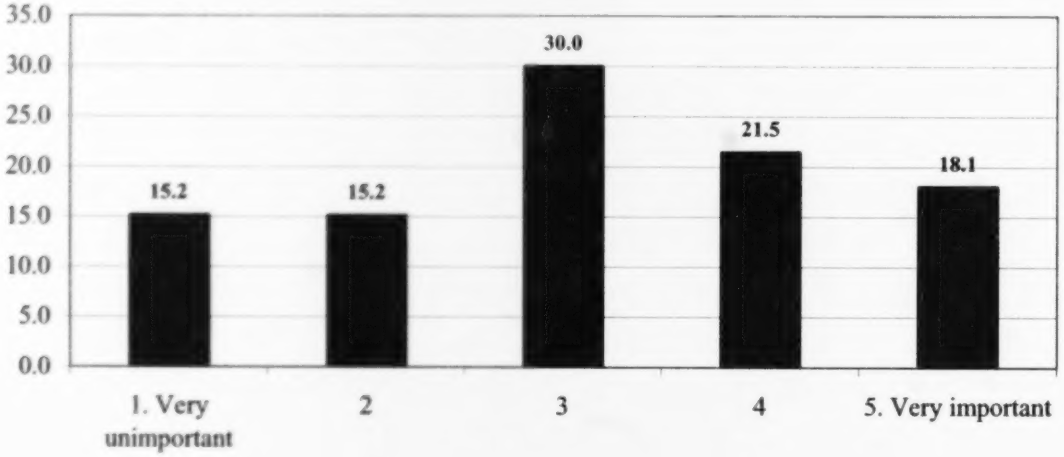
B4a. Family

B4a. Family
Mean response level = 4.66

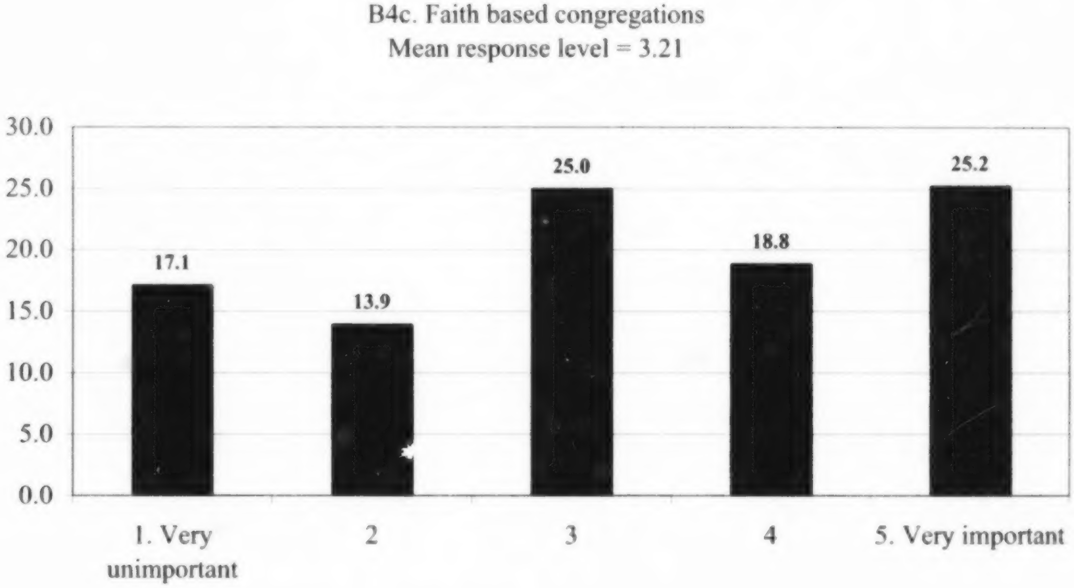


B4b. Ethnic or country-of-origin organizations

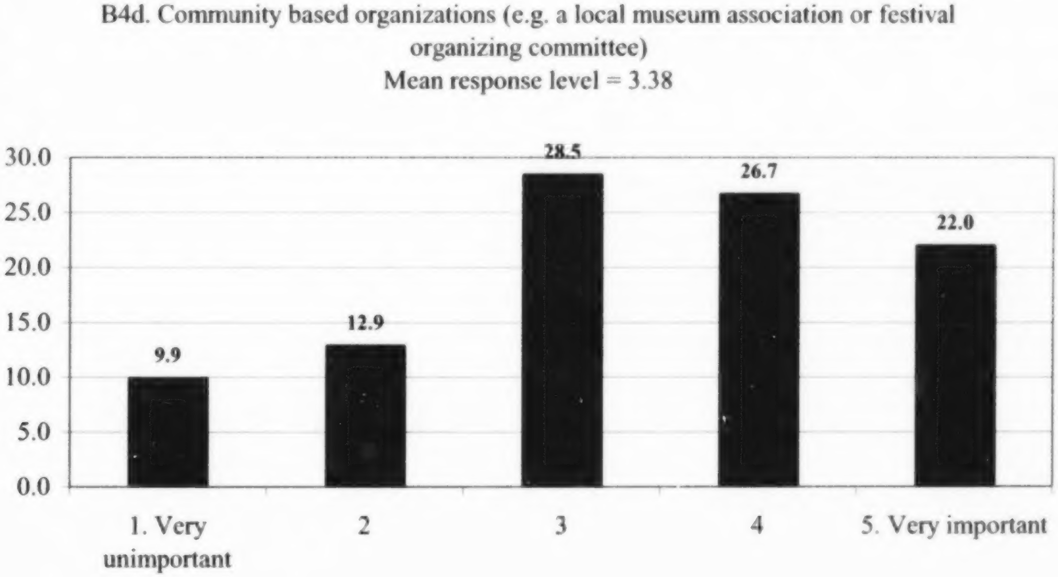
B4b. Ethnic or country-of-origin organizations
Mean response level = 3.12



B4c. Faith based congregations



B4d. Community based organizations (e.g. a local museum association or festival organizing committee)

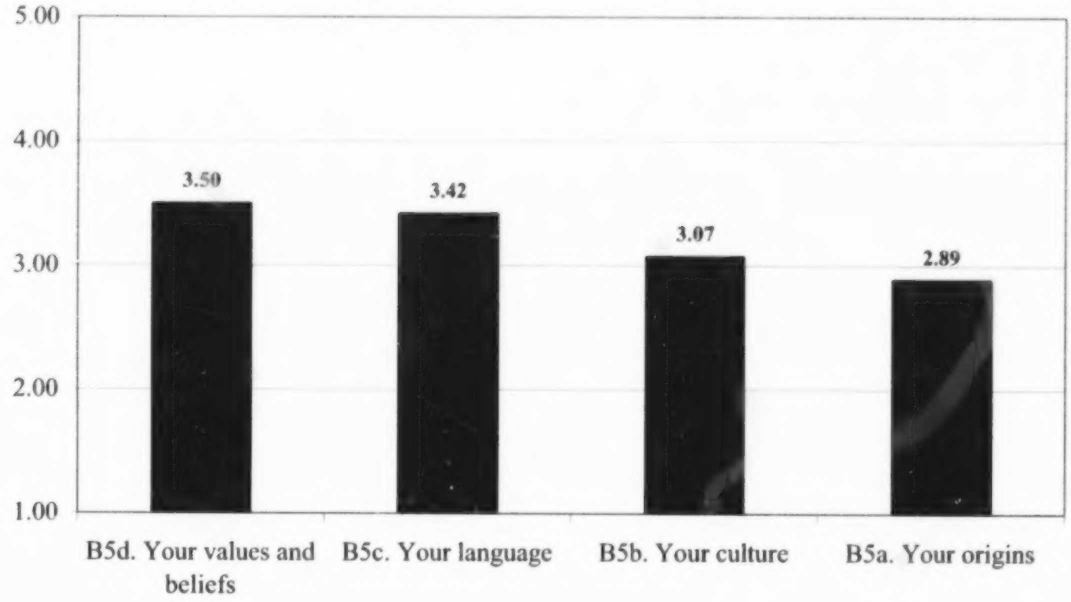


B5. On a 1 to 5 scale where 1 is "Very poorly" and 5 is "Very well", how well do heritage activities and sites in the province reflect the following about you?

How well heritage-related activities and sites reflect heritage at the personal level are summarized in the chart below.

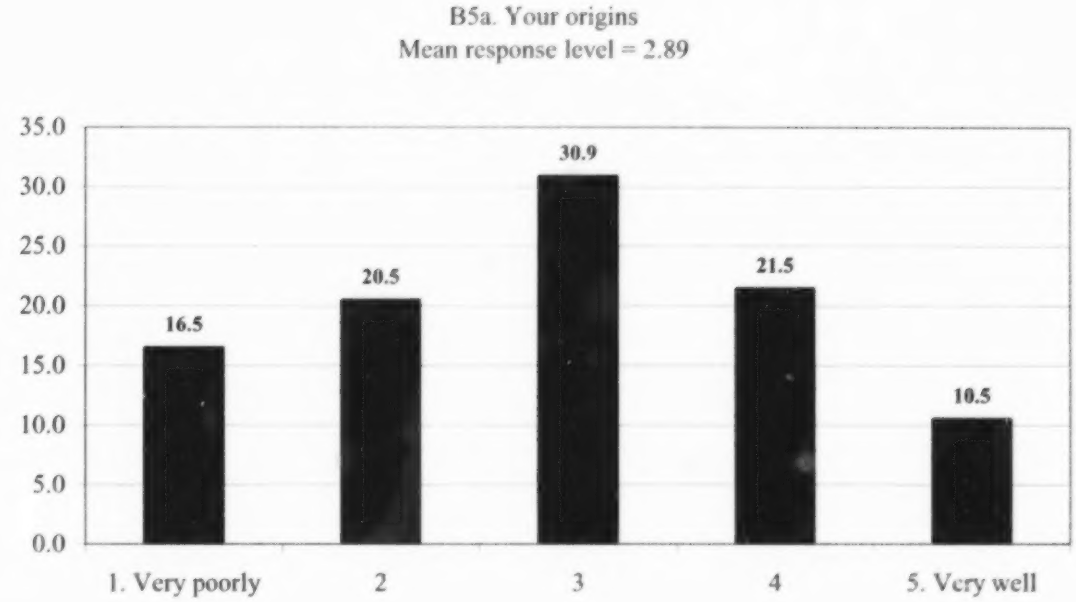
- Saskatchewan people have a fairly strong sense that their values and beliefs (3.50) are being reflected through such activities.
- On the other hand, there is a slightly negative view about how activities and sites across the province reflect individual's origins (2.89).

B5. How well do heritage sites and activities reflect the following about you?

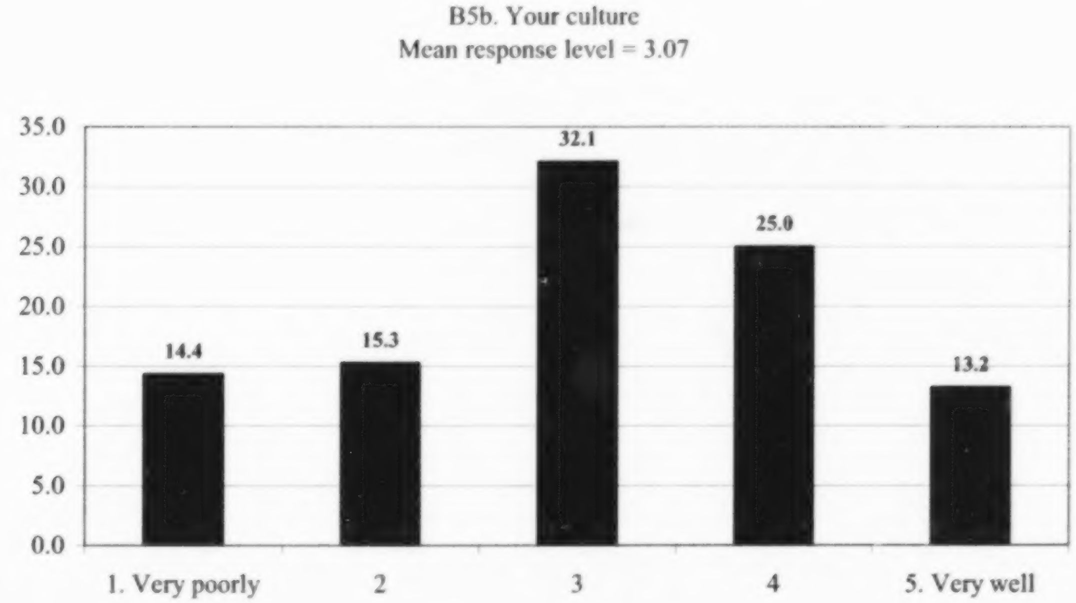


The charts to follow show the response distributions for how well heritage sites and activities reflect personal aspects of heritage.

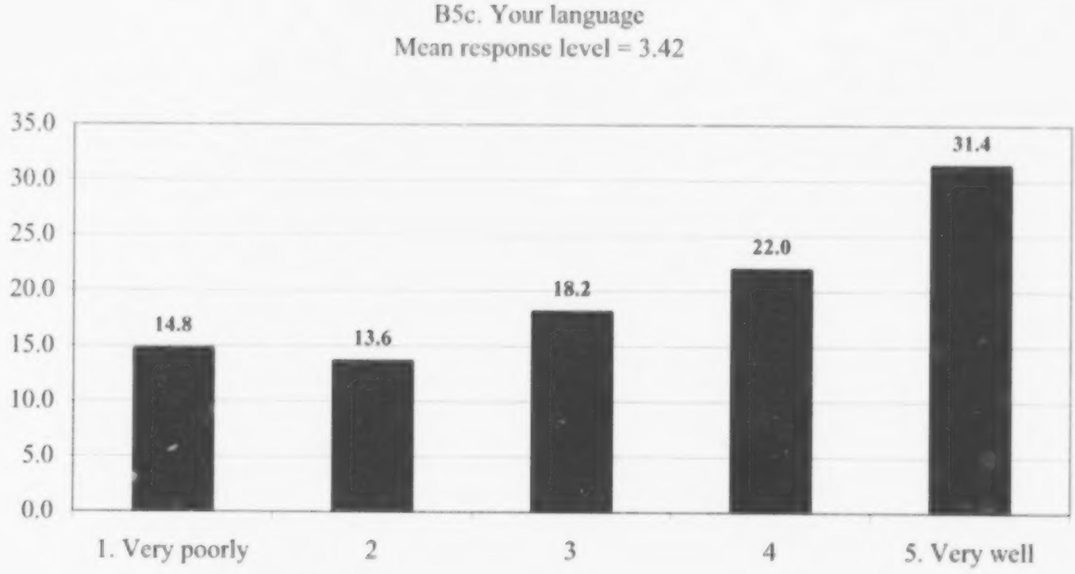
B5a. Your origins



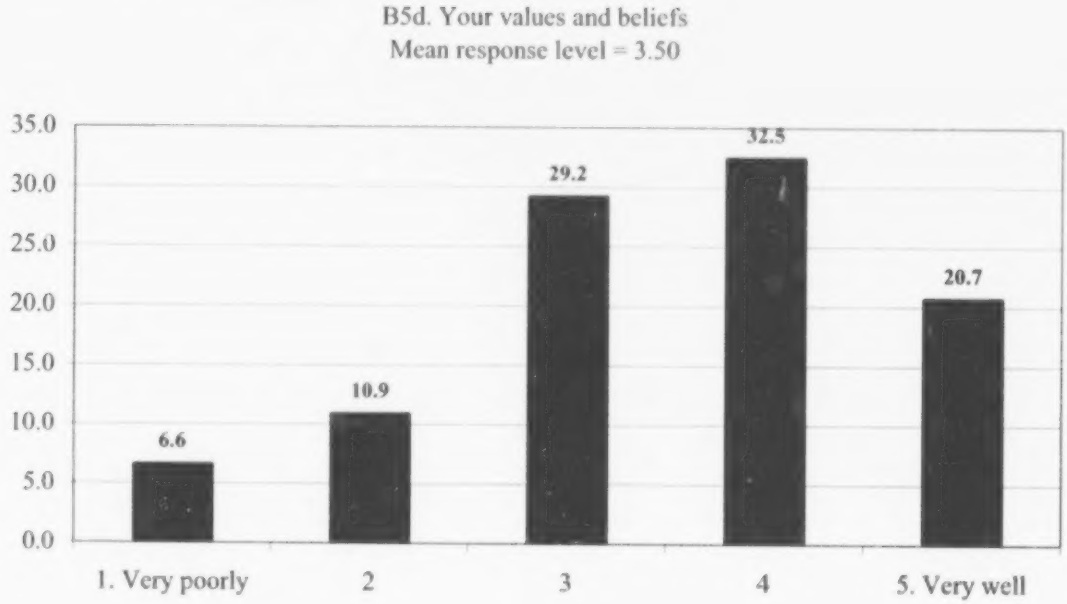
B5b. Your culture



B5c. Your language



B5d. Your values and beliefs



B6. If you wanted to find information about heritage, such as museums, heritage buildings, fossil sites, or Aboriginal sites, where would you look FIRST?

The Internet is clearly the most important source of information (table below), with over half (55%) of the respondents saying they would go there first for heritage information.

Information Source	**Percent**
Internet/Computer	54.9
Library	7.9
At the museum	6.3
Telephone/Yellow pages	6.0
Printed material/brochures	5.8
Visitor/tourist information	5.0
Tourism Saskatchewan	3.3
Word of mouth	2.1
Town hall/office	1.8
Within community	1.0
Government	0.8
Chamber of Commerce	0.7
Other	1.1
Don't know/No response	3.3
Total	100.0

B7. In the last 12 months have you or a member of your household tried to find information about Saskatchewan heritage?

Less than half of households (44.2%) tried to find information about Saskatchewan heritage within the last year.

B8. Where did you look for the information?

Information Source	Percent
Internet/Computer	64.6
Printed material/brochures	11.9
Visitor/tourist information	7.8
Library	5.9
Friends/family/word of mouth	3.4
At the museum	1.6
Local community association	1.3
Town hall/office	0.9
Telephone/Yellow pages	0.8
Government	0.6
Chamber of Commerce	0.3
Other	0.9
Total	100.0

B9. Did you find the information you were looking for?

Nearly all information seekers (94.9%) were able to find the information they were looking for.

B10. Was the information helpful?

Virtually all who found information about Saskatchewan heritage found the information helpful (99.2%).

SECTION C: Heritage Management

C1. Do you think that we should maintain public interest in Saskatchewan heritage?

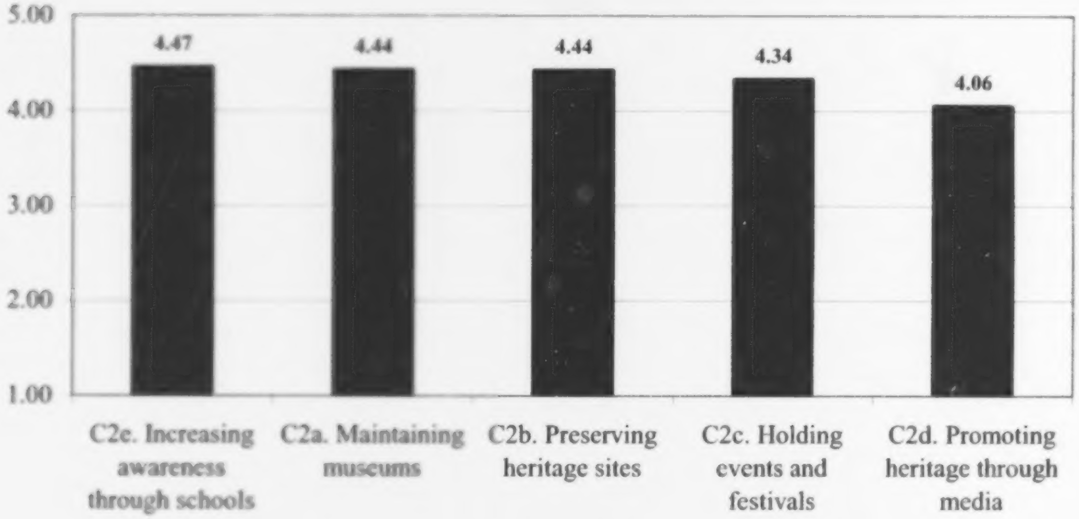
Nearly all respondents (97.9%) think it is important to maintain public interest in Saskatchewan heritage, virtually the same level as in the previous survey (97.3%).

C2. How important are the following ways of maintaining this interest? Use a 1 to 5 scale where 1 is "Very unimportant" and 5 is "Very important".

Respondents rate all methods of maintaining interest in heritage very highly (chart below).

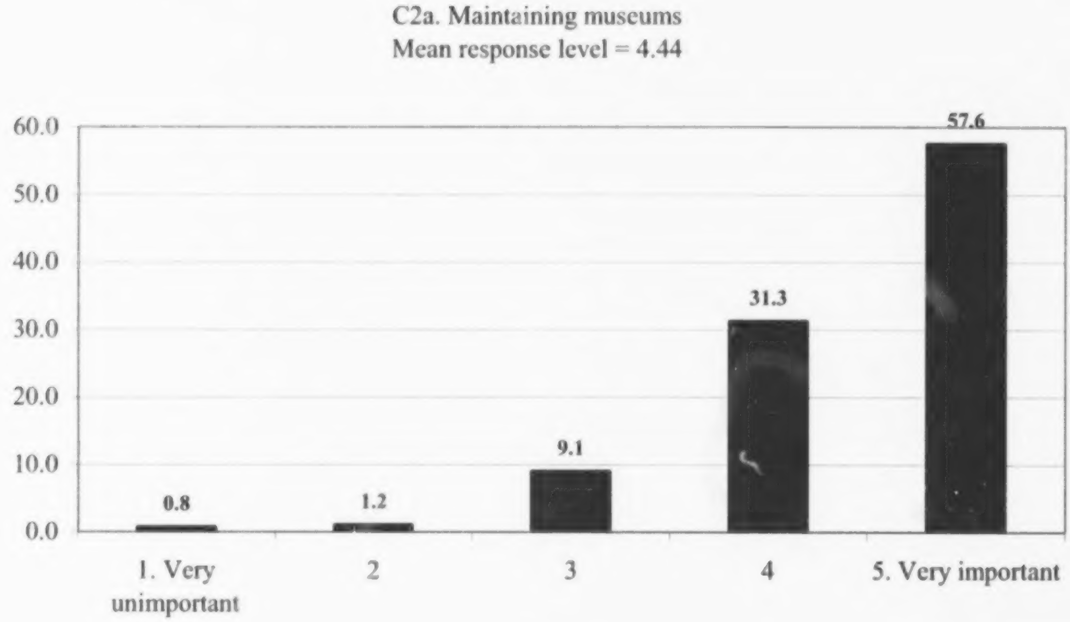
- Increasing awareness through schools tops the list with its extraordinarily high mean response (4.47).
- Promotion through the media (4.06) is much less important to respondents than the other methods.

C2. How important are the following ways of maintaining this interest?

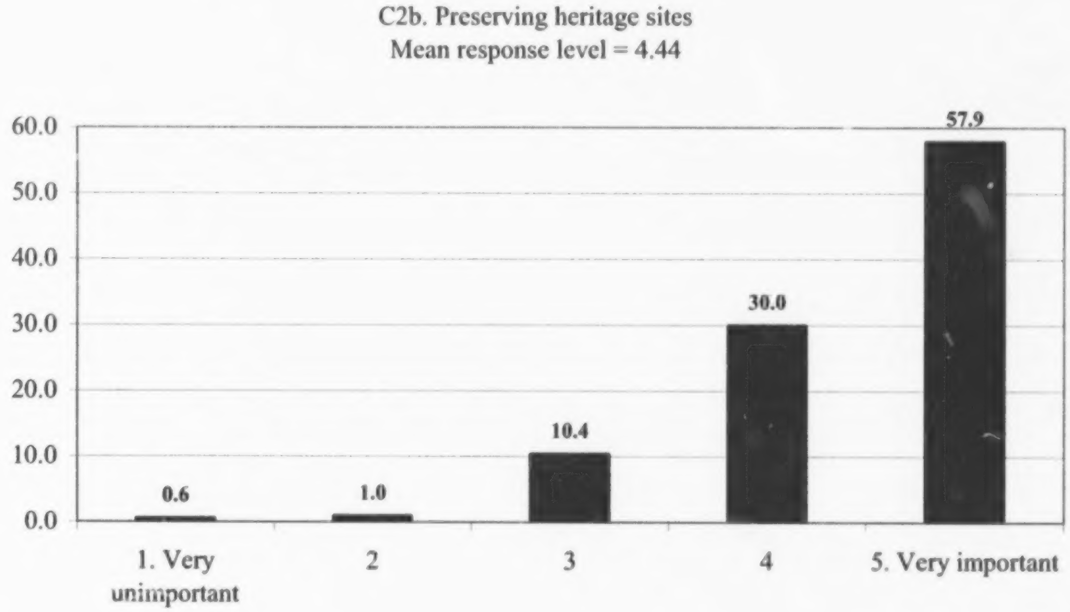


The charts to follow show the response distributions for each method of maintaining public interest in Saskatchewan heritage.

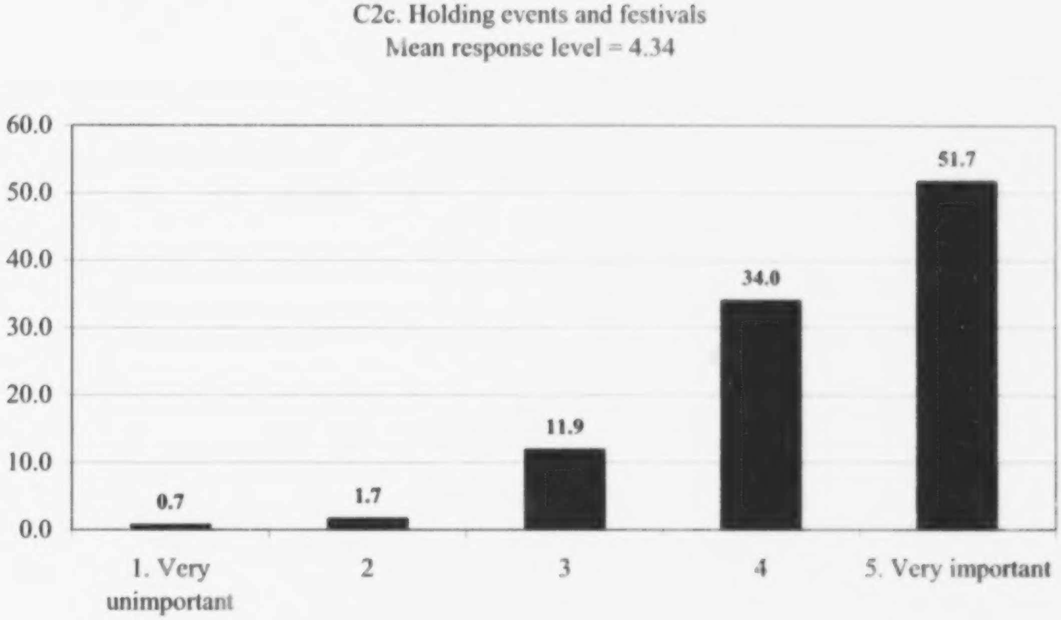
C2a. Maintaining museums



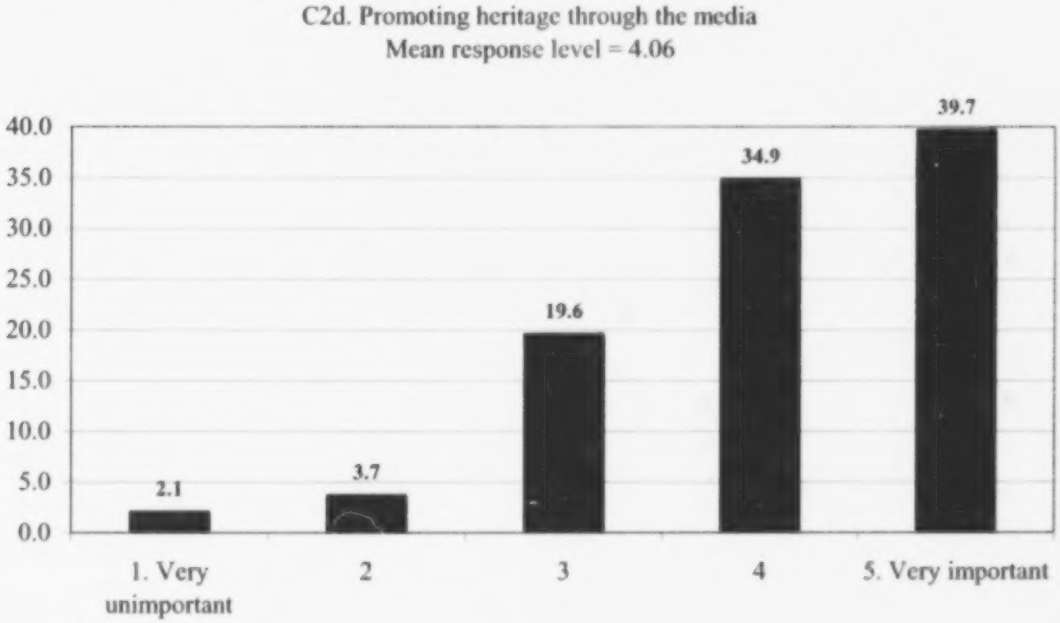
C2b. Preserving heritage sites



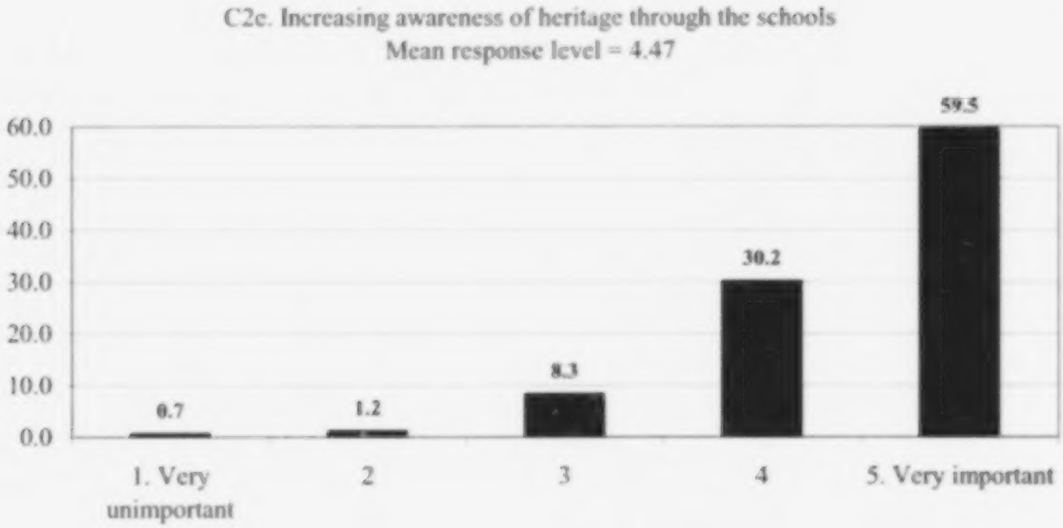
C2c. Holding events and festivals



C2d. Promoting heritage through the media



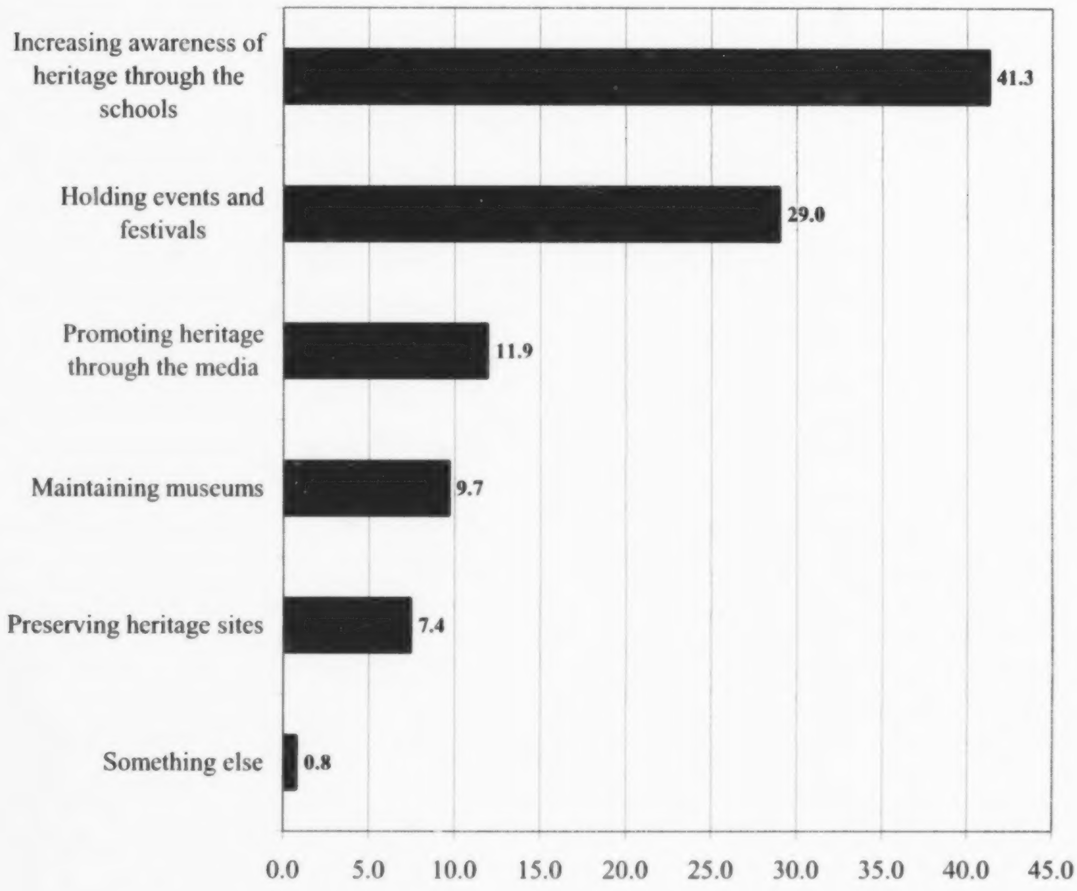
C2e. Increasing awareness of heritage through the schools



C3. Which of these would you say is the best way to maintain interest in Saskatchewan heritage?

Using the school system is seen as the best way to maintain interest in heritage by the largest group of respondents (41%).

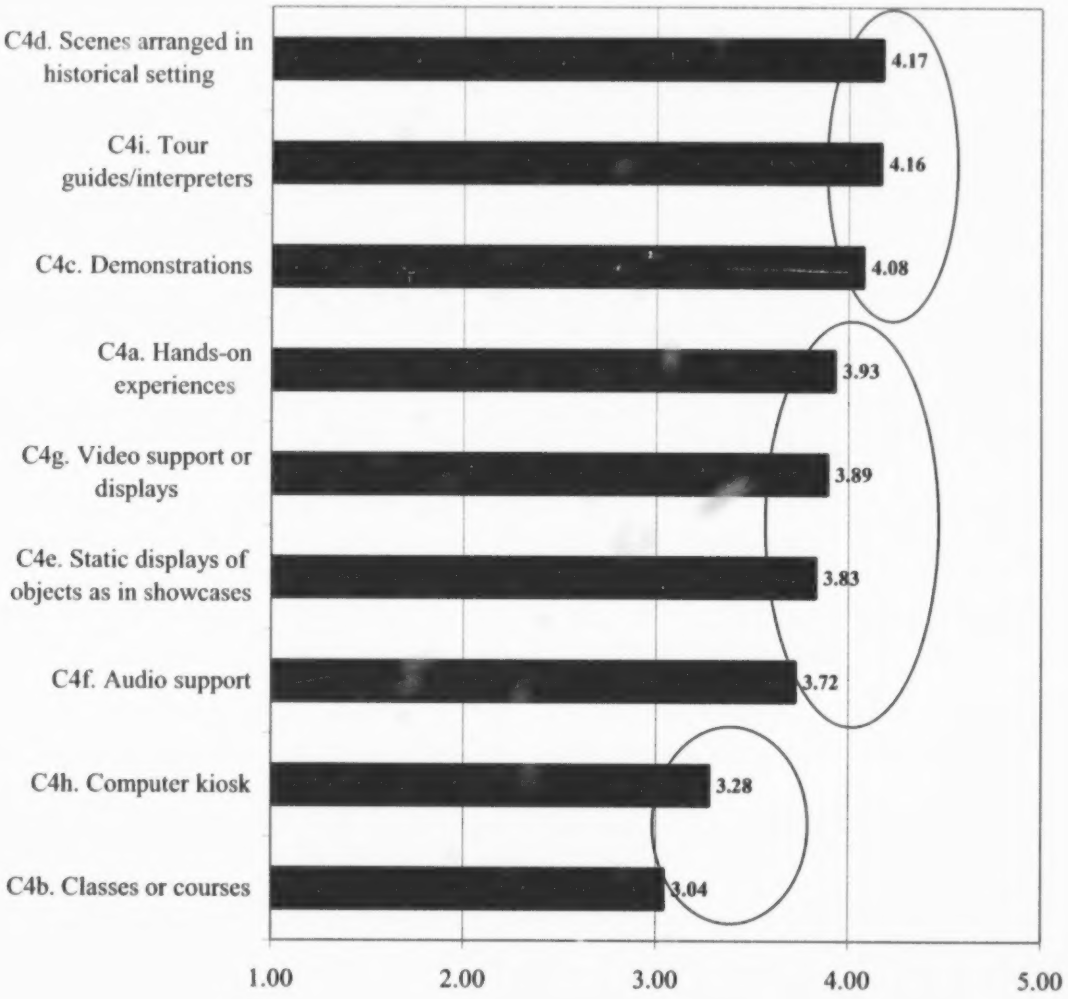
C3. Which of these would you say is the best way to maintain interest in Saskatchewan heritage?



C4. When you go to a MUSEUM, what is your level of interest in the following kinds of experiences? Use a 1 to 5 scale where 1 is "Very uninterested" and 5 is "Very interested".

Most of the presentation methods at museums generate very high levels of interest (chart below).

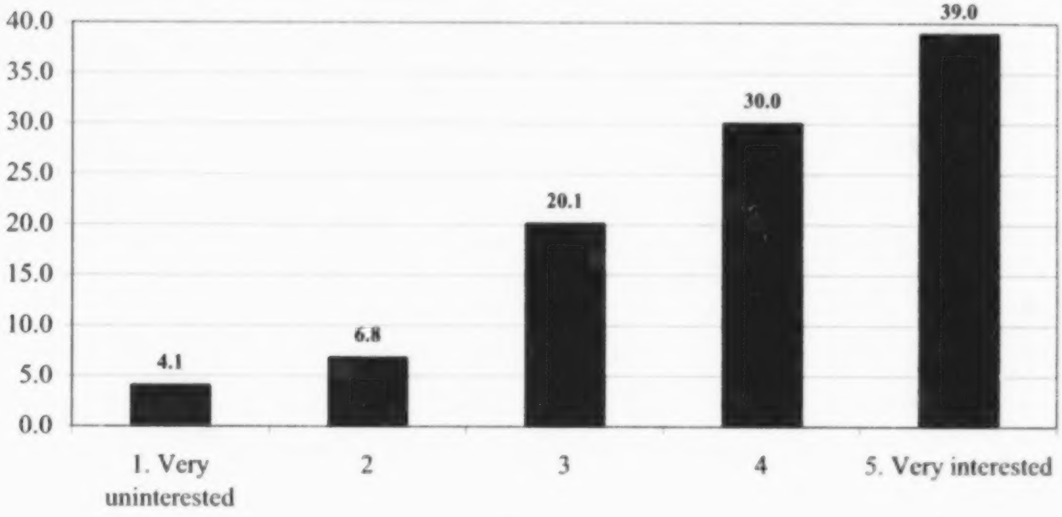
- Historically arranged scenes (4.17), tour guides (4.16), and demonstrations (4.08) top the list with exceptionally high mean response levels.
- Computer kiosks (3.28) are generally less interesting.
- More formal presentation through classes or courses (3.04) rank lowest in public interest.



The charts to follow show the response distributions for kind of museum experience.

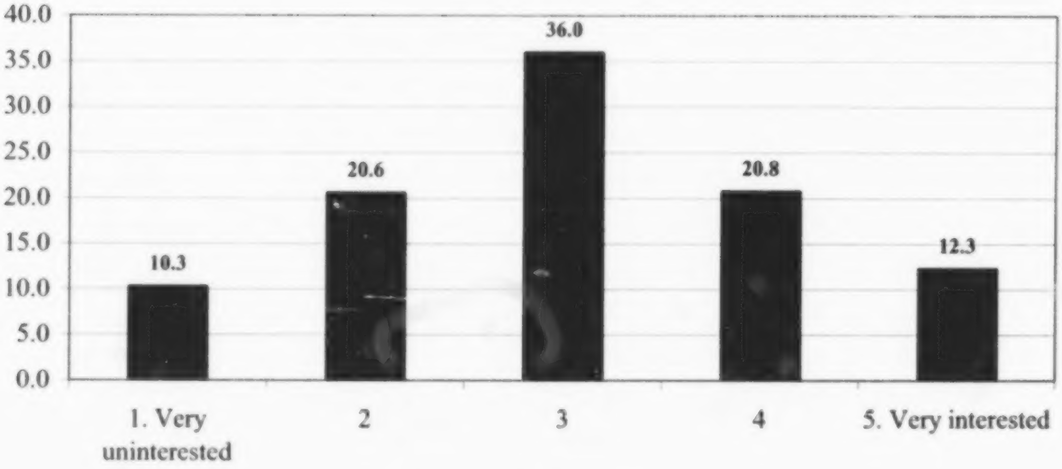
C4a. Hands-on experiences

C4a. Hands-on experiences
Mean response level = 3.93

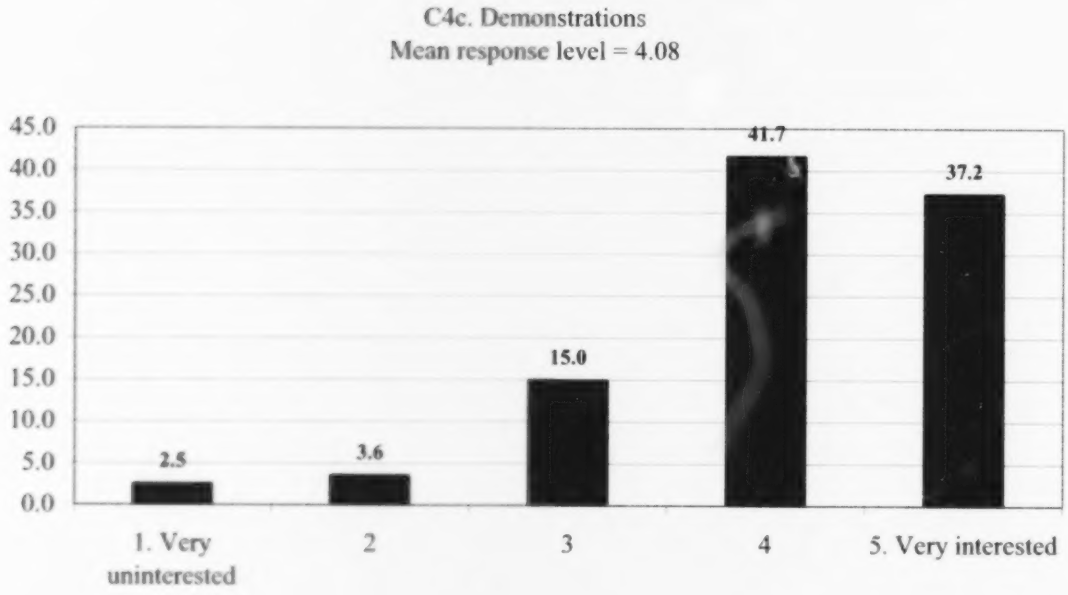


C4b. Classes or courses

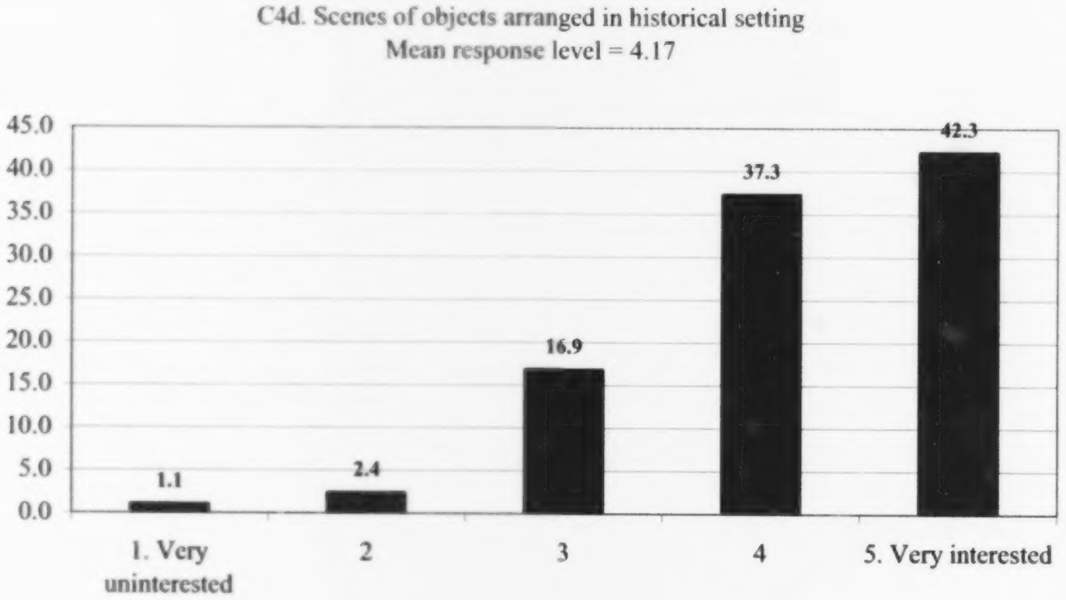
C4b. Classes or courses
Mean response level = 3.04



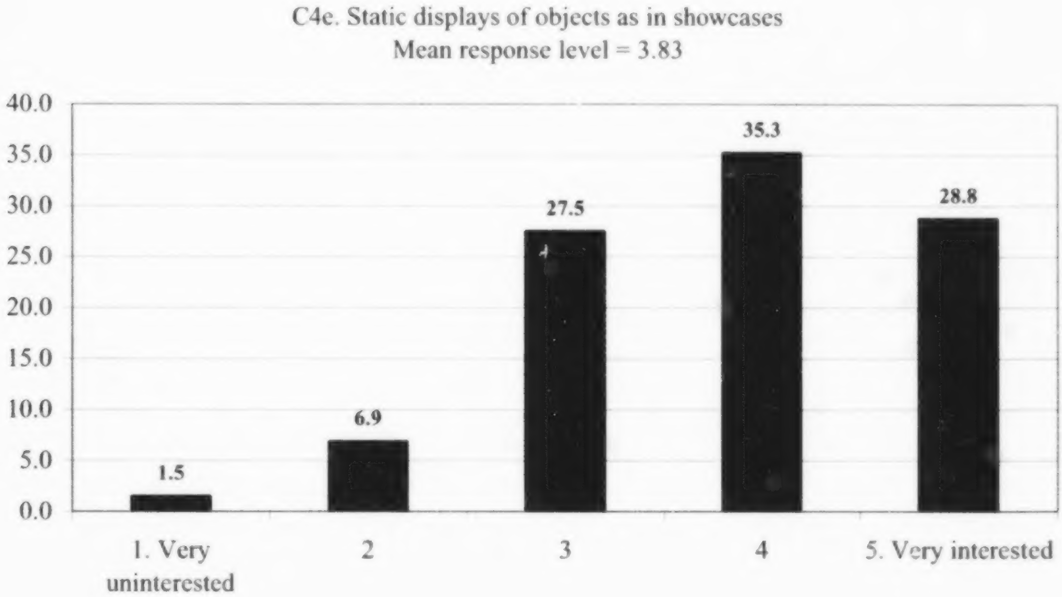
C4c. Demonstrations



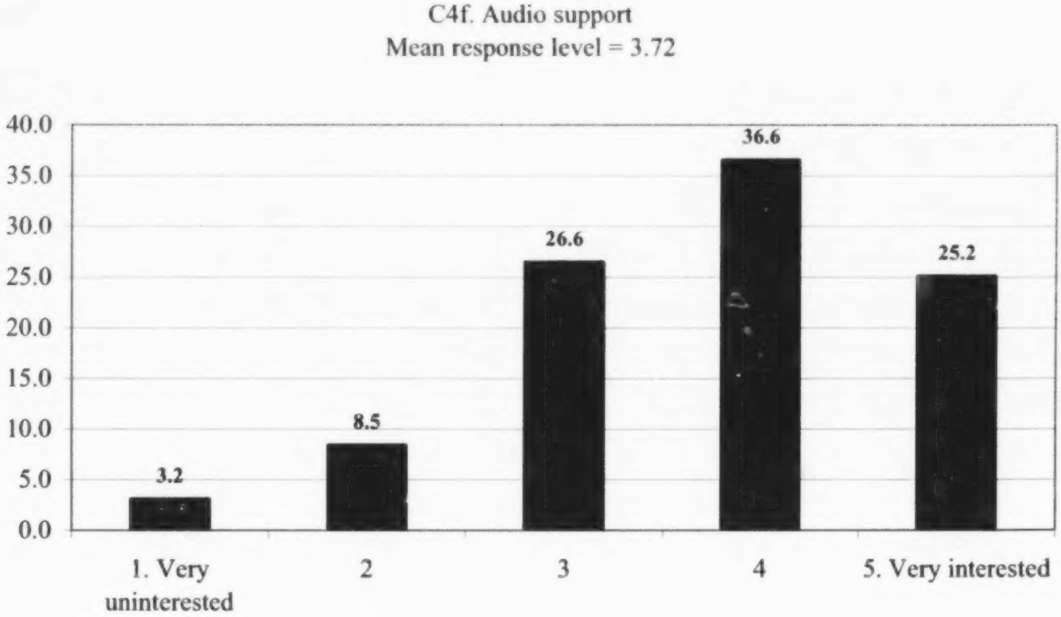
C4d. Scenes of objects arranged in historical setting



C4e. Static displays of objects as in showcases

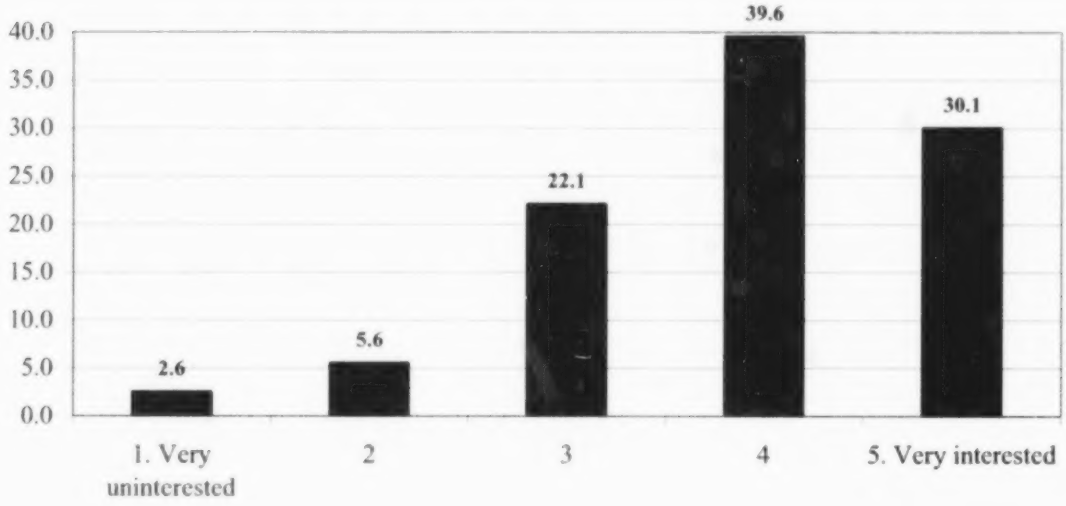


C4f. Audio support



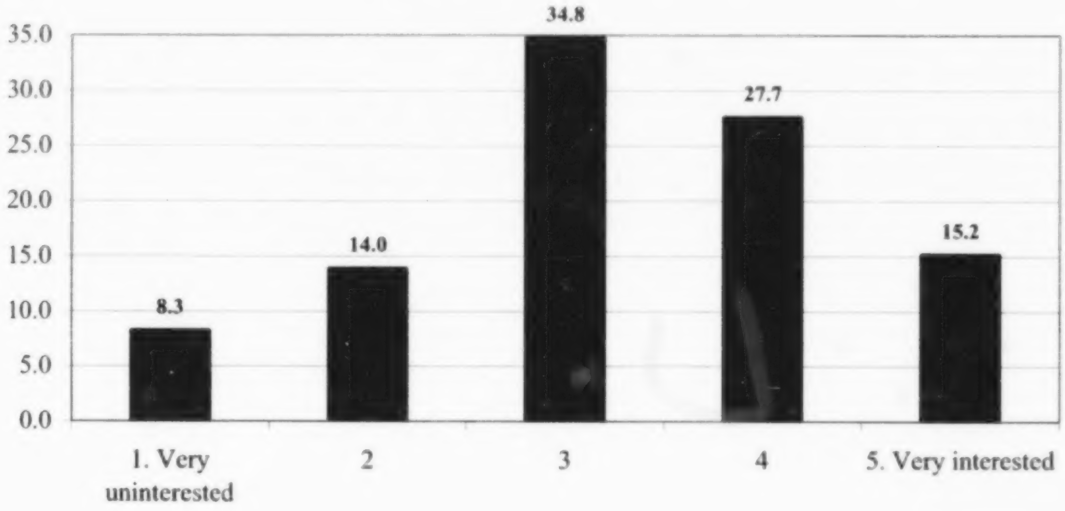
C4g. Video support or displays

C4g. Video support or displays
Mean response level = 3.89

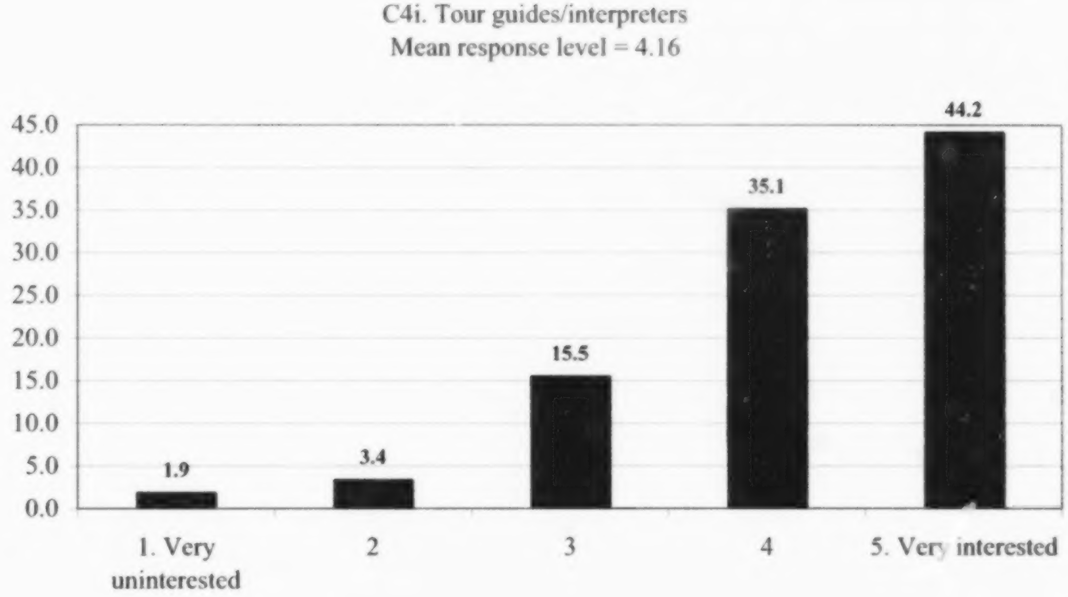


C4h. Computer kiosk

C4h. Computer kiosk
Mean response level = 3.28



C4i. Tour guides/interpreters

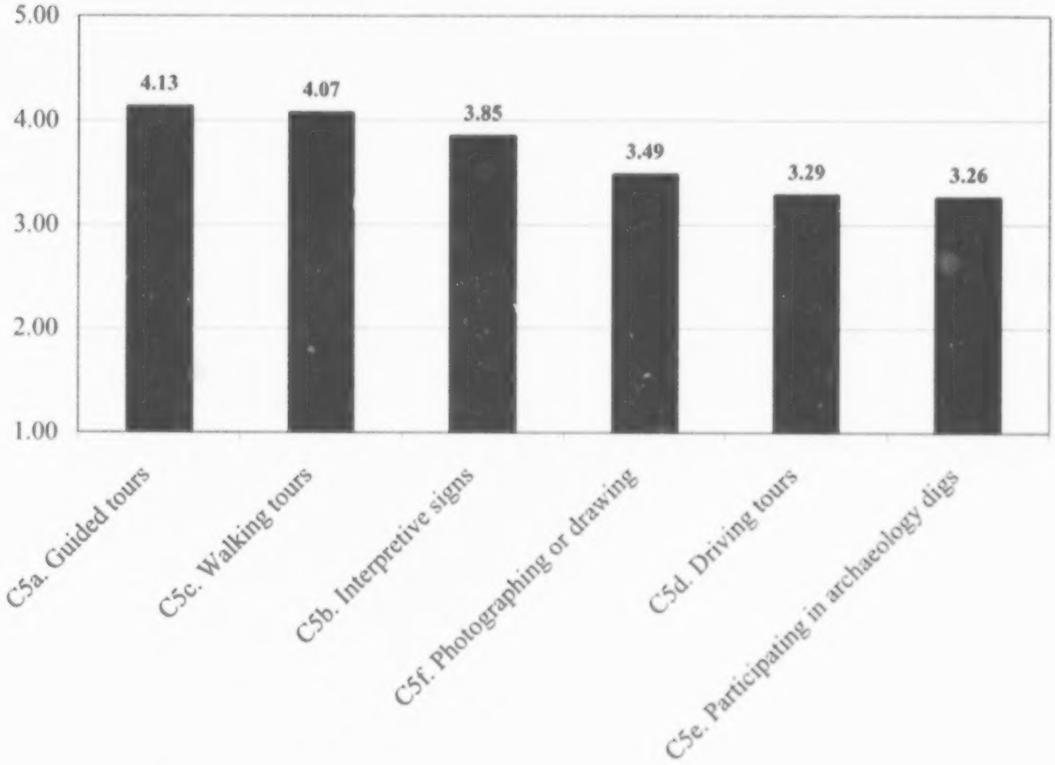


C5. When you visit HERITAGE SITES, what is your level of interest in the following kinds of experiences? Use a 1 to 5 scale where 1 is "Very uninterested" and 5 is "Very interested".

The chart below shows the ranking by mean response of presentation methods for heritage sites.

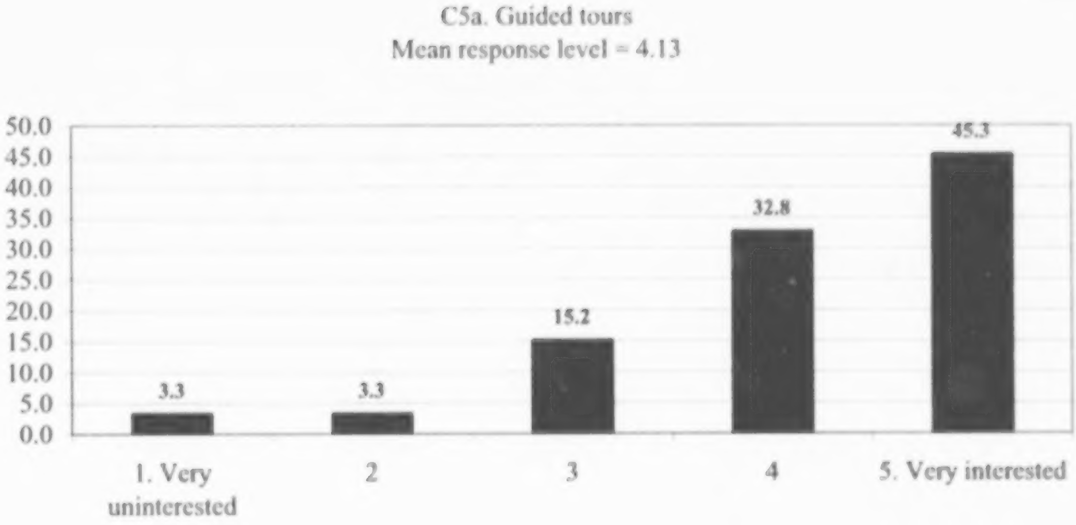
- Tours – either guided (4.13) or walking (4.07) – are of greatest interest.

C5. When you visit heritage sites, what is your level of interest in the following kinds of experiences?

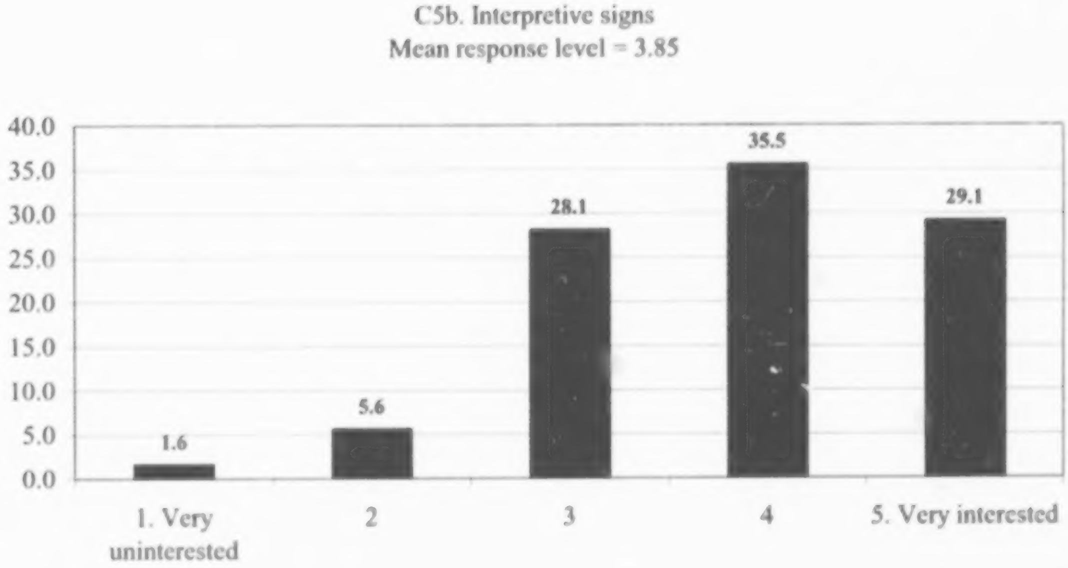


The charts to follow show the response distributions for each kind of heritage site experience.

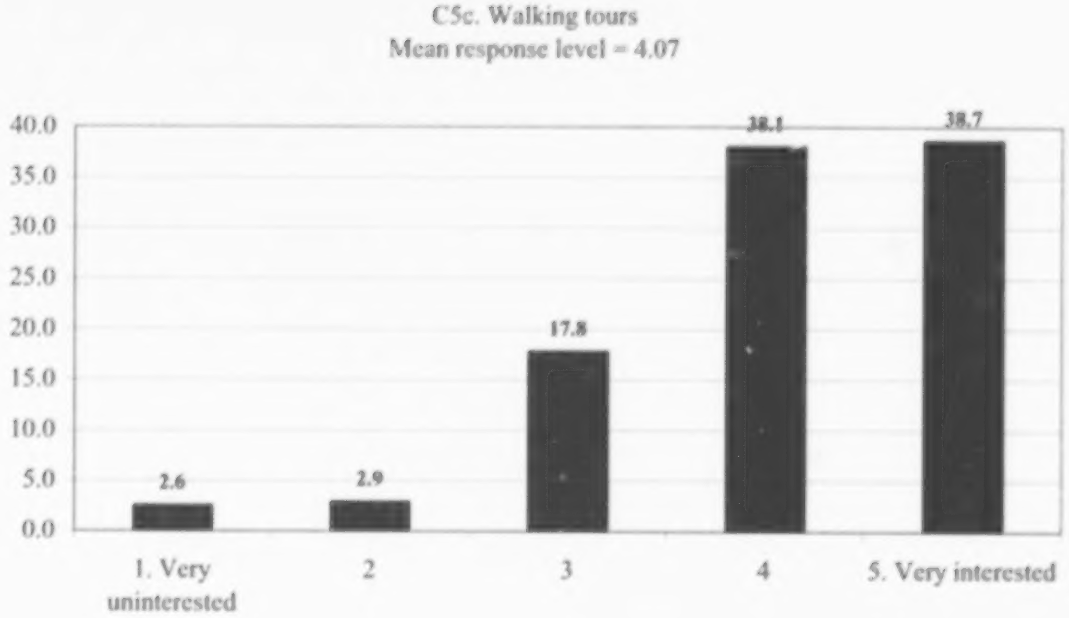
C5a. Guided tours



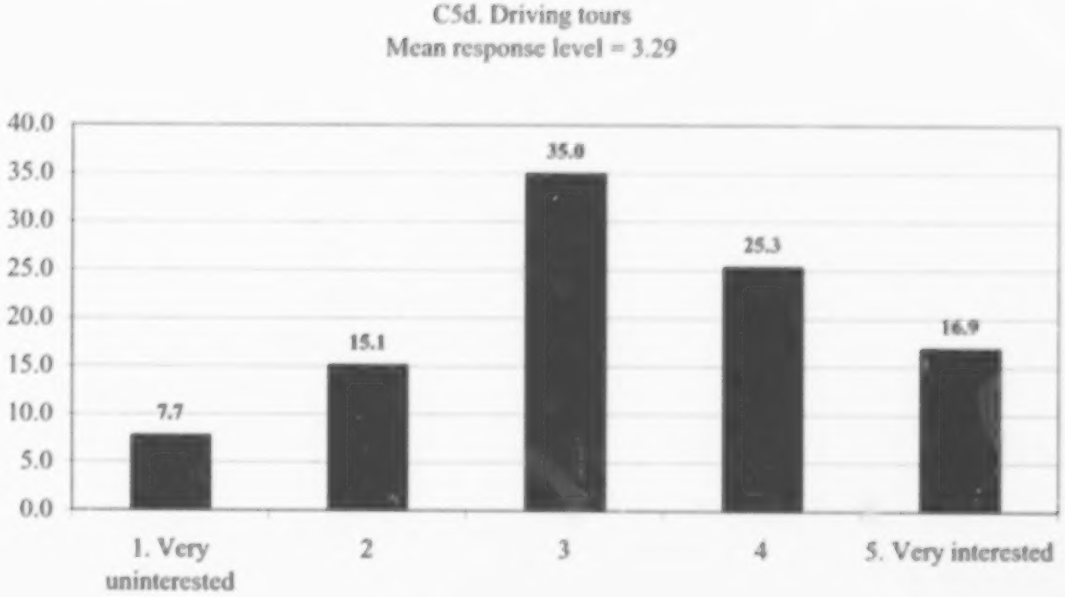
C5b. Interpretive signs



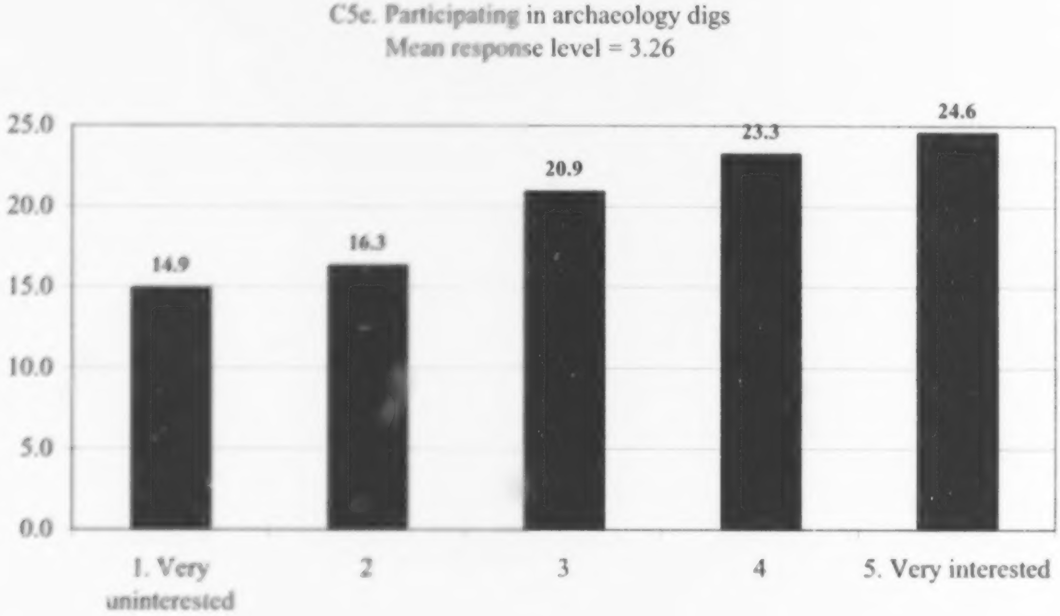
C5c. Walking tours



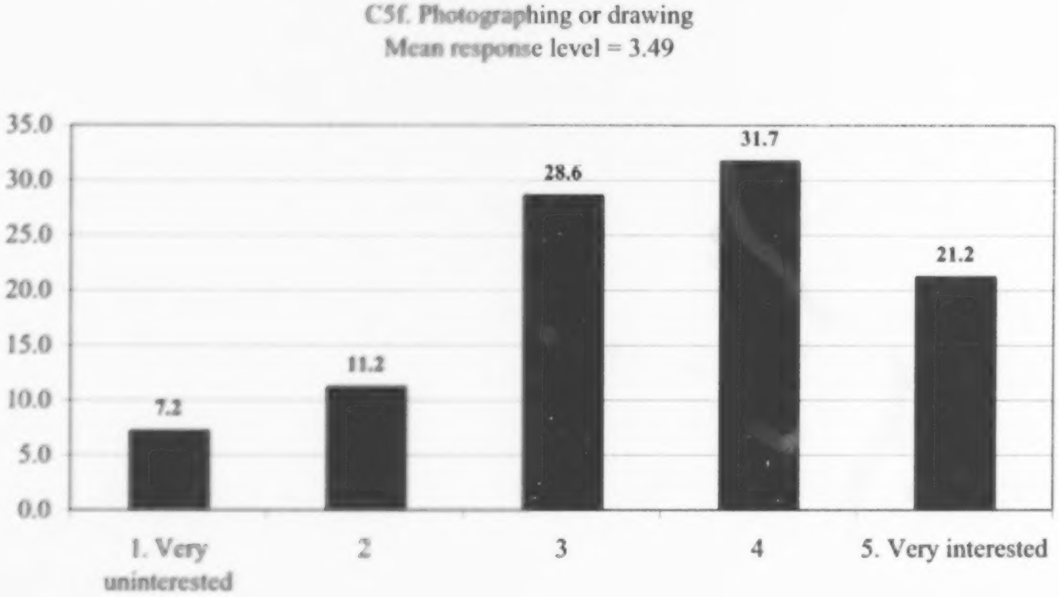
C5d. Driving tours



C5e. Participating in archaeology digs



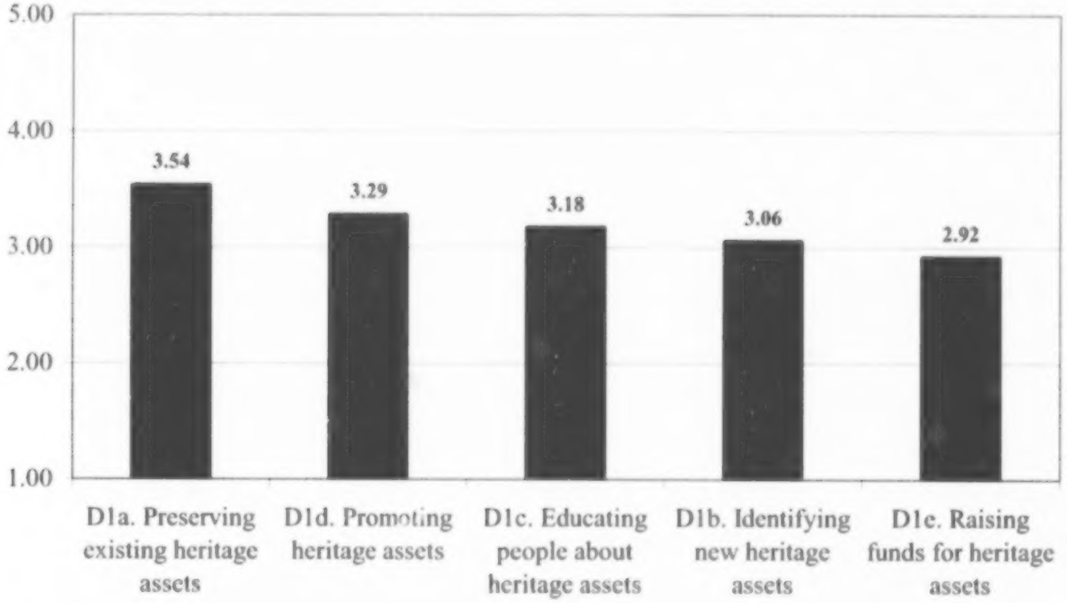
C5f. Photographing or drawing



SECTION D: Responsibilities and Priorities

D1. On a 1 to 5 scale where 1 is "Very poor" and 5 is "Very good", how good a job have we done in Saskatchewan to develop heritage assets in the following ways?

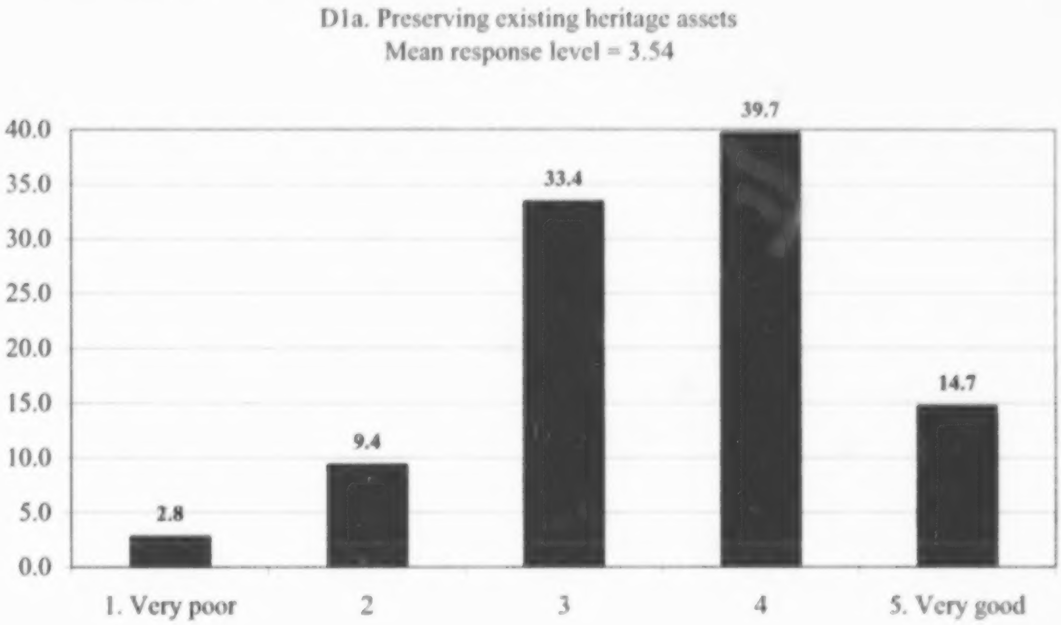
Generally, we are doing a good job at preserving existing heritage assets (3.54), but much less able to raise funds (2.92) to do it (chart below).



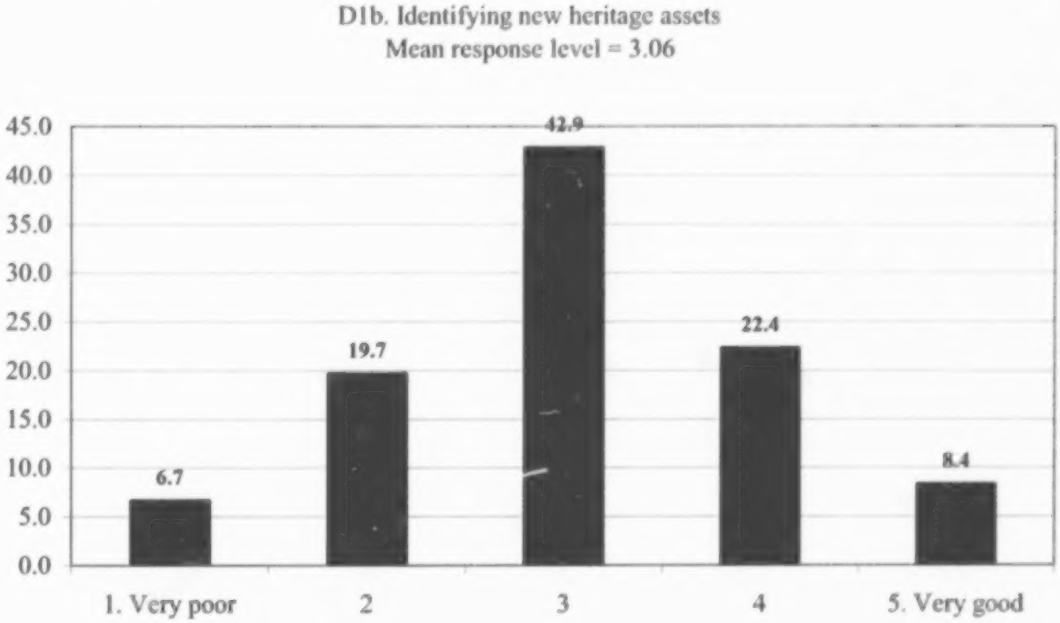
D1. How good a job have we done in Saskatchewan to develop heritage assets in the following ways?

The charts to follow show the response distributions for each type of heritage asset.

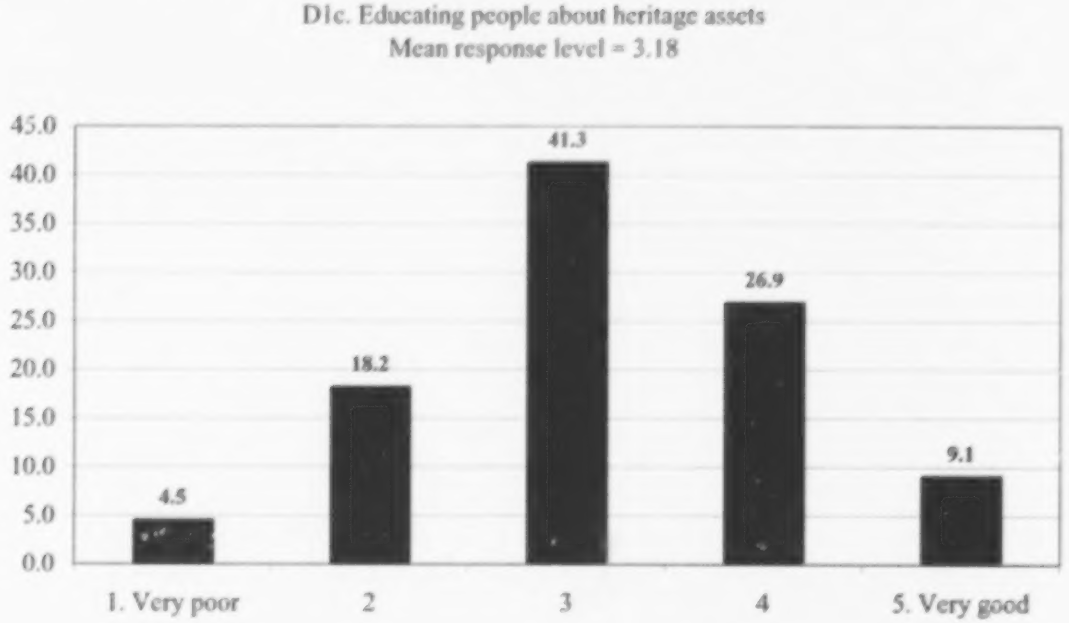
D1a. Preserving existing heritage assets



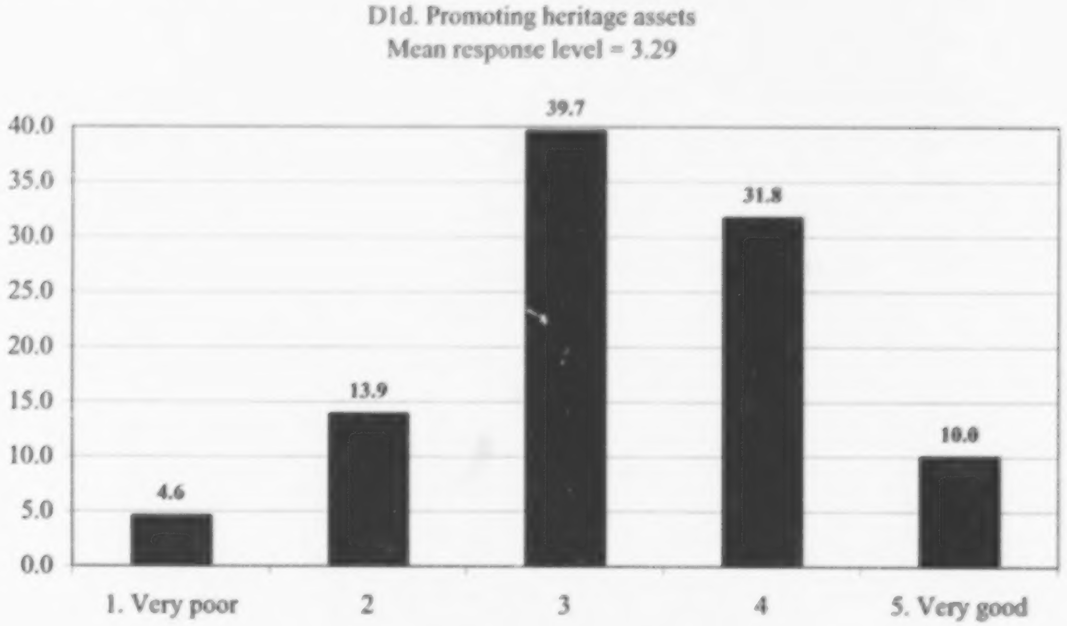
D1b. Identifying new heritage assets



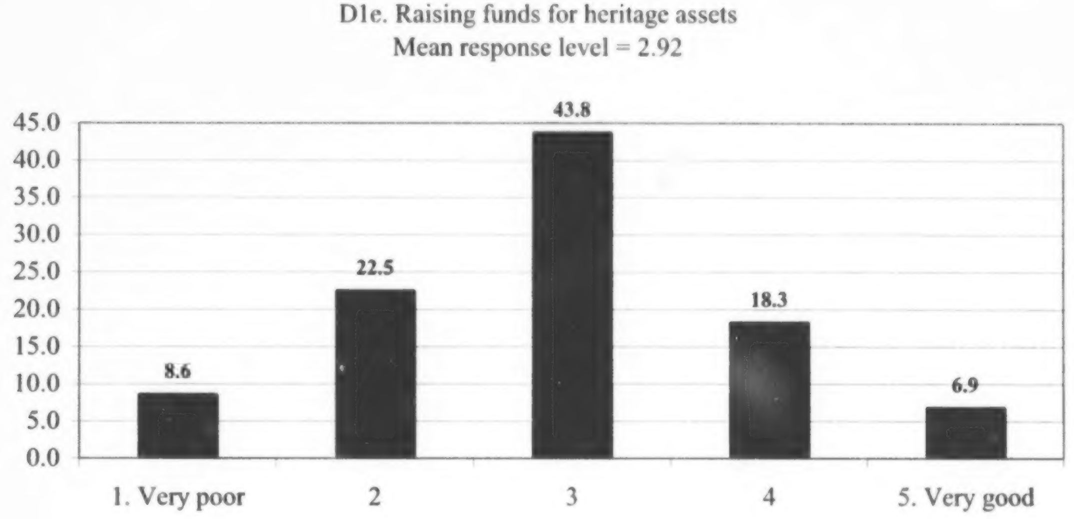
D1c. Educating people about heritage assets



D1d. Promoting heritage assets



D1e. Raising funds for heritage assets

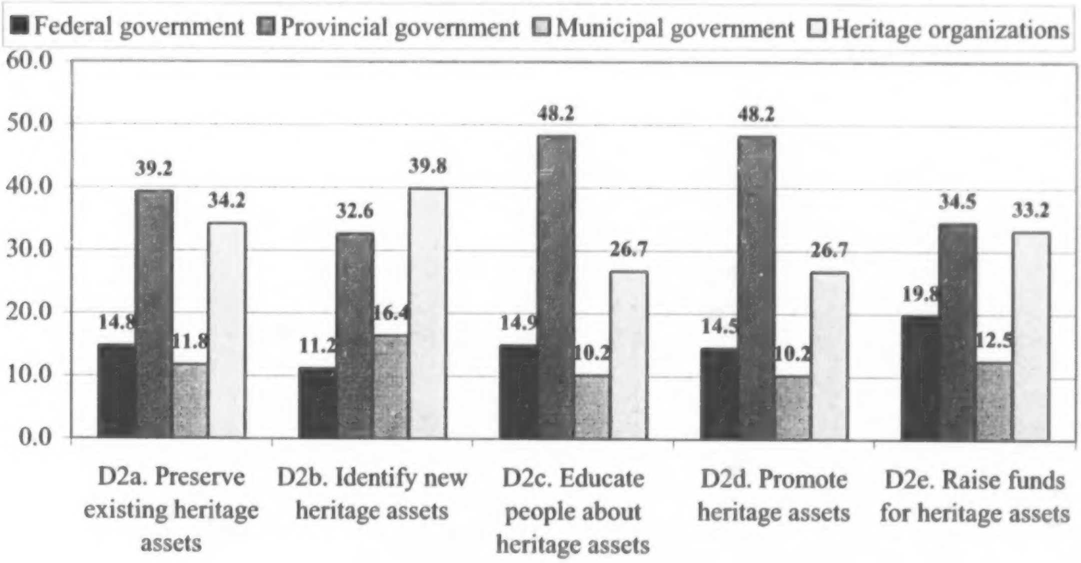


The questions to follow (D2 to D4) are intended to get a sense of how Saskatchewan residents view the roles of the major players in managing heritage assets. Since the public is unlikely to be aware of many of the legislative mandates within which the heritage players operate, the results here are open-ended perceptions that are not guided by thorough knowledge of the overall responsibilities and regulatory requirements that impinge on heritage-related agencies and government departments.

D2. Which of these four – the federal government, the provincial government, municipal government, or heritage organizations – is best suited to maintain heritage assets in the following ways? Who is best suited to …

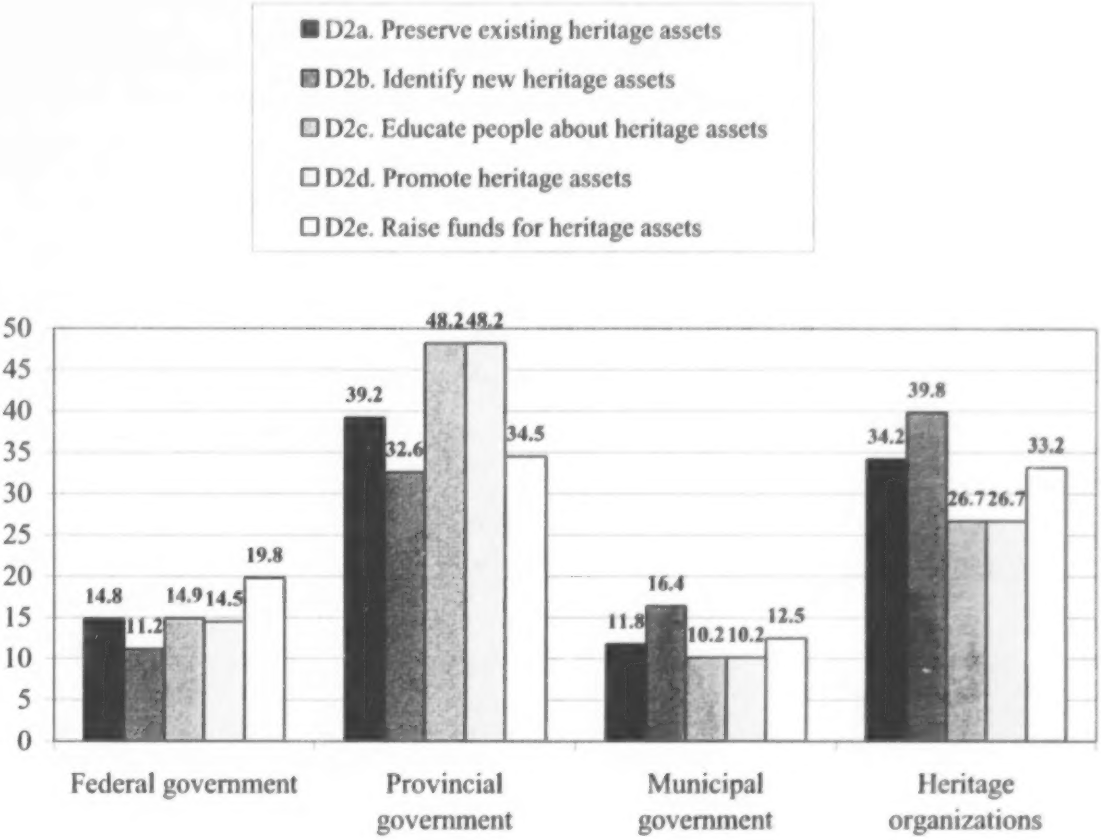
The chart below summarizes which public agency is deemed best suited for each of the ways of maintaining heritage assets.

- In all cases, it is the public's perception that provincial government and heritage organizations that should lead the way.
- The provincial government ranks ahead of heritage organizations in response levels for four of the five actions, the exception being identification of new heritage sites where heritage organizations are seen as best suited.
- The provincial government is the clear choice for two actions – education and promotion.


D2. Which of these four is best suited to maintain heritage assets in the following ways?

The chart below provides a different perspective, showing how response levels for each heritage maintenance method are distributed across each public agency.

D2. Which of these four – the federal government, the provincial government, municipal government, or heritage organizations – is best suited to maintain heritage assets in the following ways?



D3. Which of these functions should be the highest priority for the provincial government?

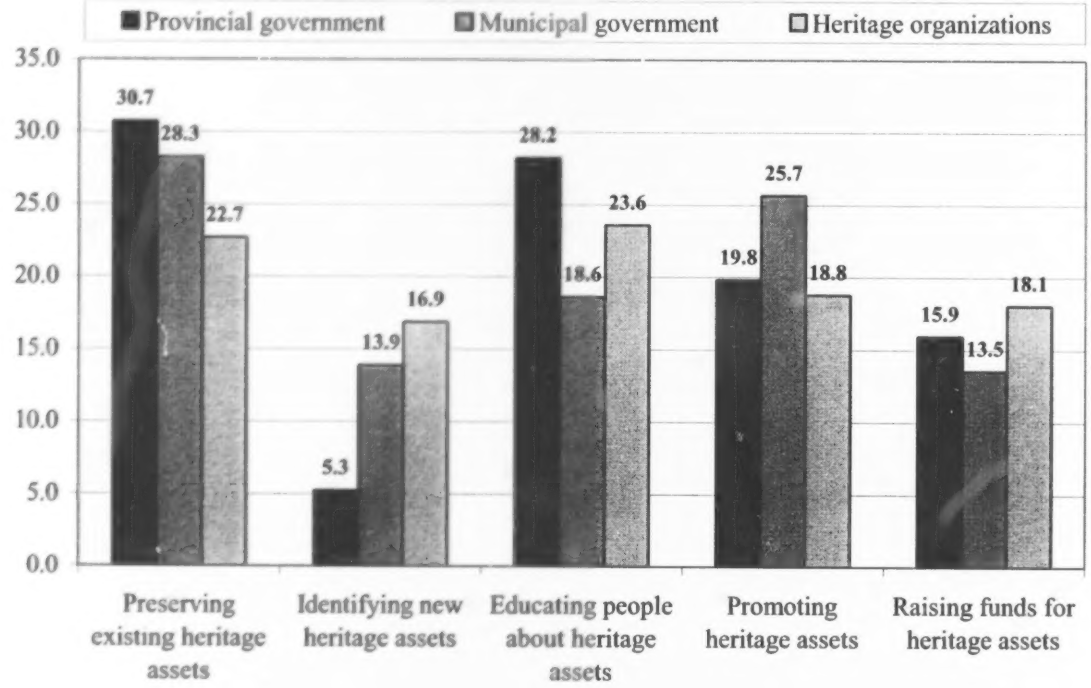
D4. Which of these functions should be the highest priority for municipal governments?

D5. Which of these functions should be the highest priority for heritage organizations?

The chart below summarizes which public agency should be prioritizing each of the ways of maintaining heritage assets. Note that the point of view here – highest actionable priority – is different from D2 where the suitability of each group to undertake such heritage-related tasks was measured. The public perceives that:

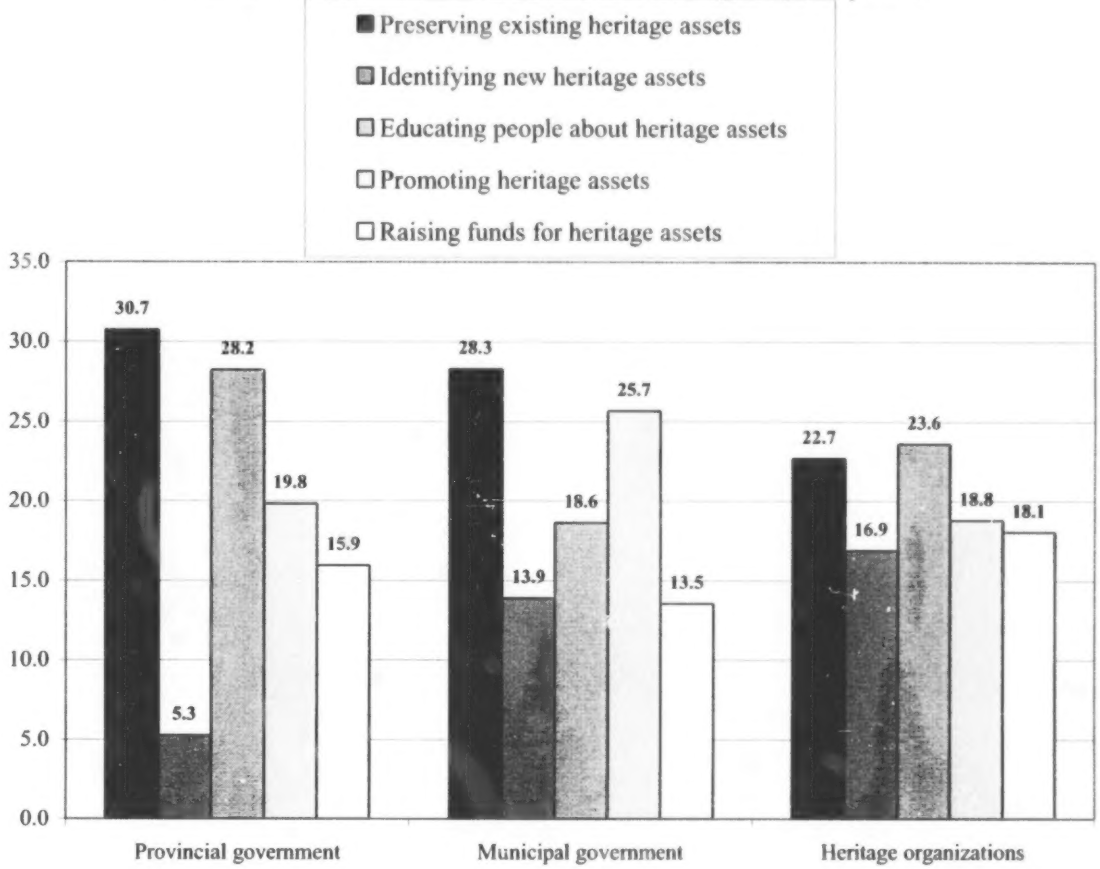
- The provincial government should prioritize preservation and education above promotion and fund-raising.
- Heritage organizations have a multi-faceted role to play, but appear to have a priority role for identifying new assets, almost by default.
- Municipal governments should prioritize preservation and promotion.

D3/D4/D5. Which of these functions should be the highest priority for . . .?



The chart below provides a different perspective on priorities, showing how response levels for prioritizing each heritage maintenance method are distributed across each public agency.

D3/D4/D5. Which of these functions should be the highest priority for ...



APPENDIX A: Demographic Profile

Demographic		Percentage
Gender	Male	48.9%
	Female	51.1%
Residence Location	Farm/acreage	18.4%
	Community up to 5,000	26.8%
	City 5,000 to 20,000	10.3%
	City 20,000 and over	44.4%
Age	18 – 29	23.6%
	30 – 39	16.0%
	40 – 49	20.0%
	50 – 59	16.1%
	60 – 69	10.1%
	> 69	14.2%
Education	Less than grade 12	12.3%
	Grade 12	18.6%
	Some post-secondary	17.3%
	Technical diploma/certificate	23.4%
	University degree	28.5%
Aboriginal	Not Aboriginal	90.4%
	First Nations	3.0%
	Metis	6.7%
Background	Canadian	35.7%
	German	15.7%
	British	15.6%
	Ukranian	6.7%
	Scandinavian	4.6%
	French	3.4%
	Asian	0.8%
	American	0.7%
	African	0.3%
	Other	9.1%
	More than one	7.5%
Annual Household Income	< $25,000	15.7%
	$25,000 – $50,000	32.6%
	$50,000 – $75,000	22.6%
	$75,000 – $100,000	17.7%
	> $100,000	11.5%
Children < 6 years old	0	84.8%
	1	10.7%
	2	4.1%
	3	0.3%
	5	0.2%

Children 6 - 12 years old	0	83.0%
	1	9.7%
	2	5.7%
	3	1.5%
	4	0.1%
Children 13 - 17 years old	0	86.1%
	1	9.9%
	2	3.2%
	3	0.3%
	4	0.1%
	6	0.2%
	> 9	0.2%